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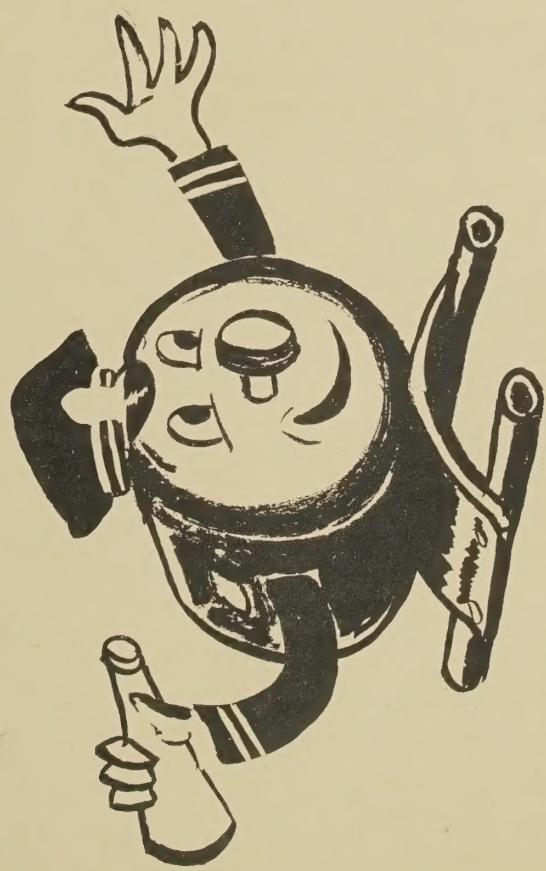
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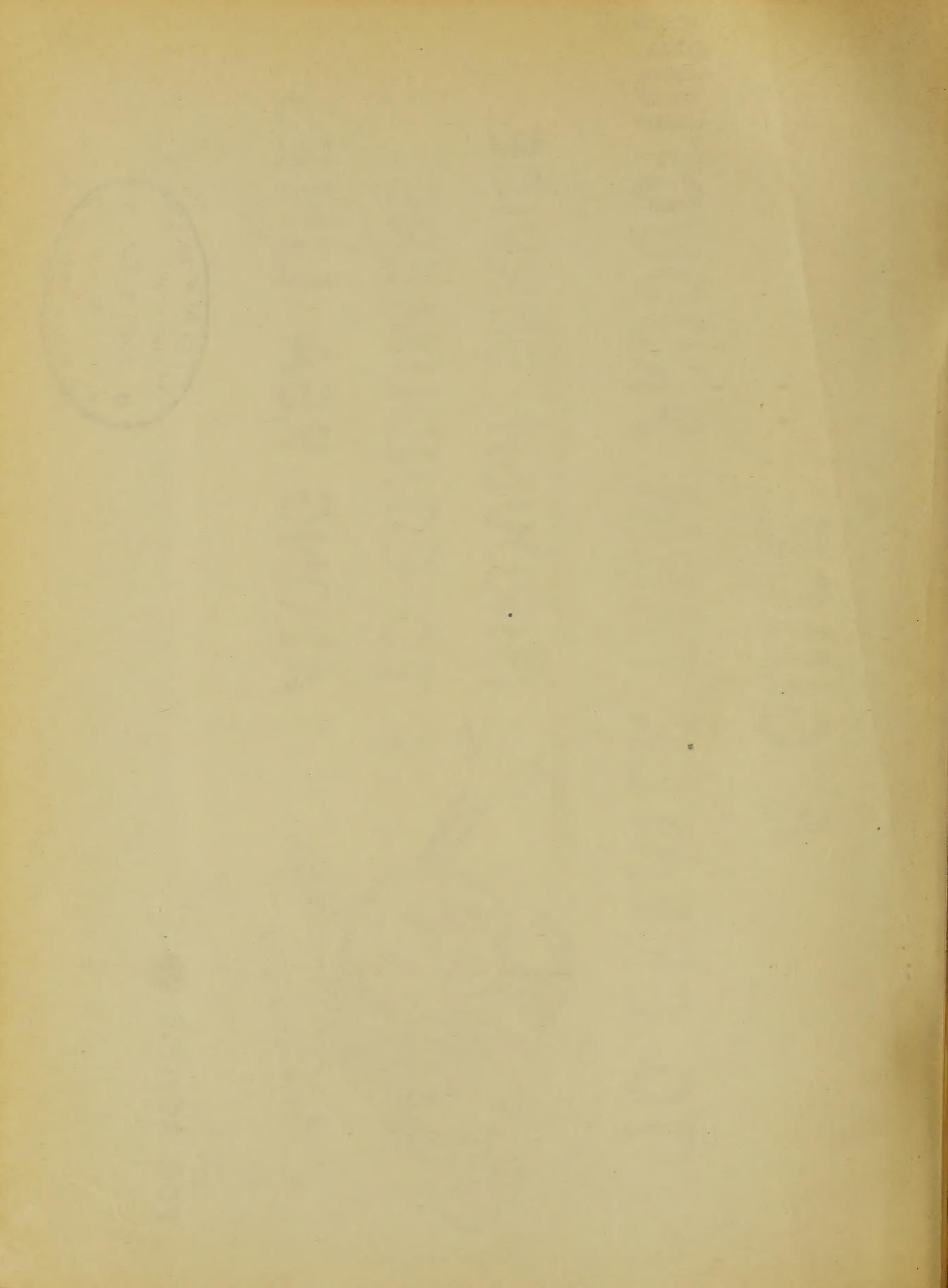
³
A GUIDE
TO GREATER FARM PRODUCTION



THROUGH SERVICE
TO CONSUMERS
ALONG REA LINES

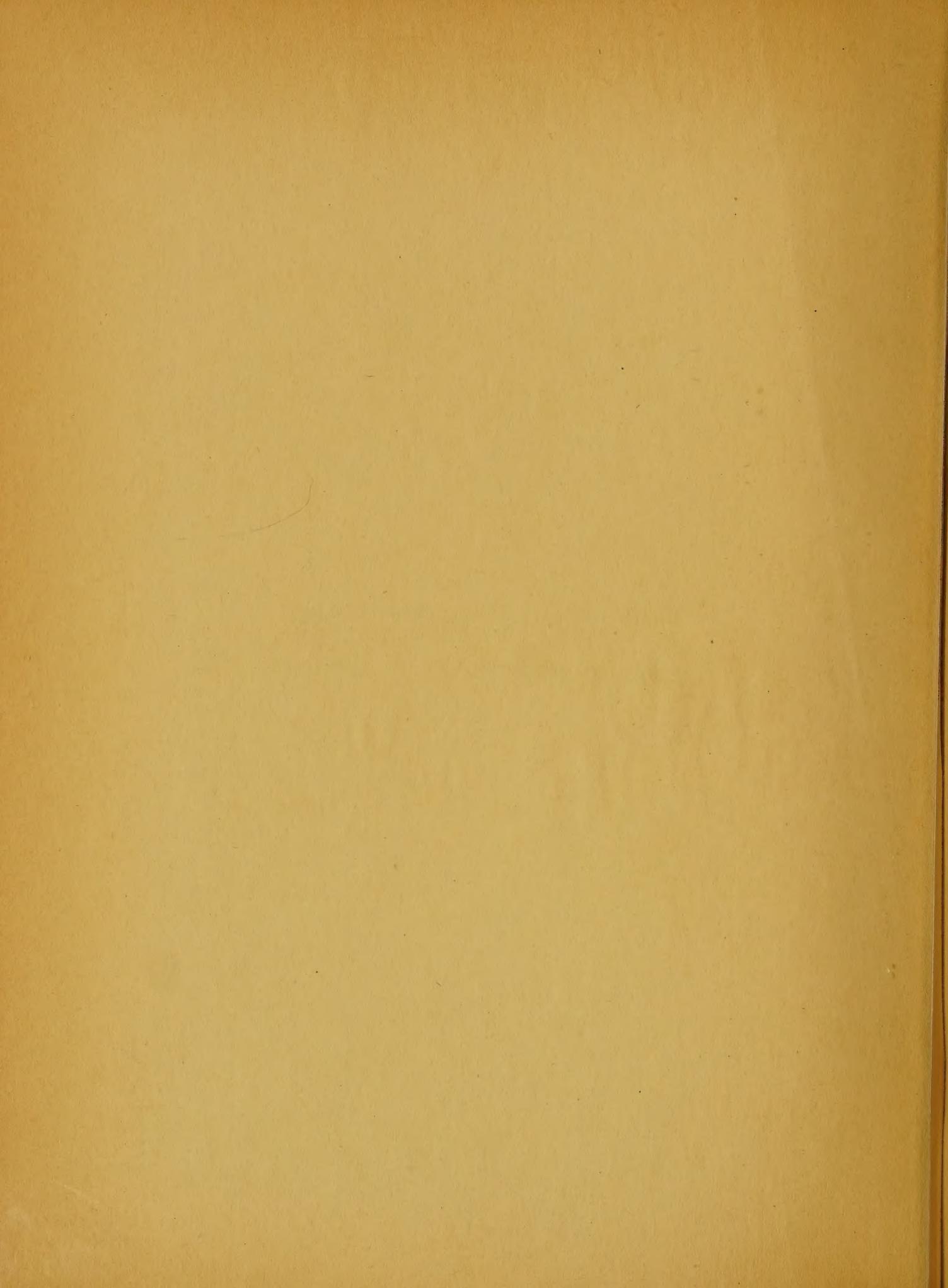
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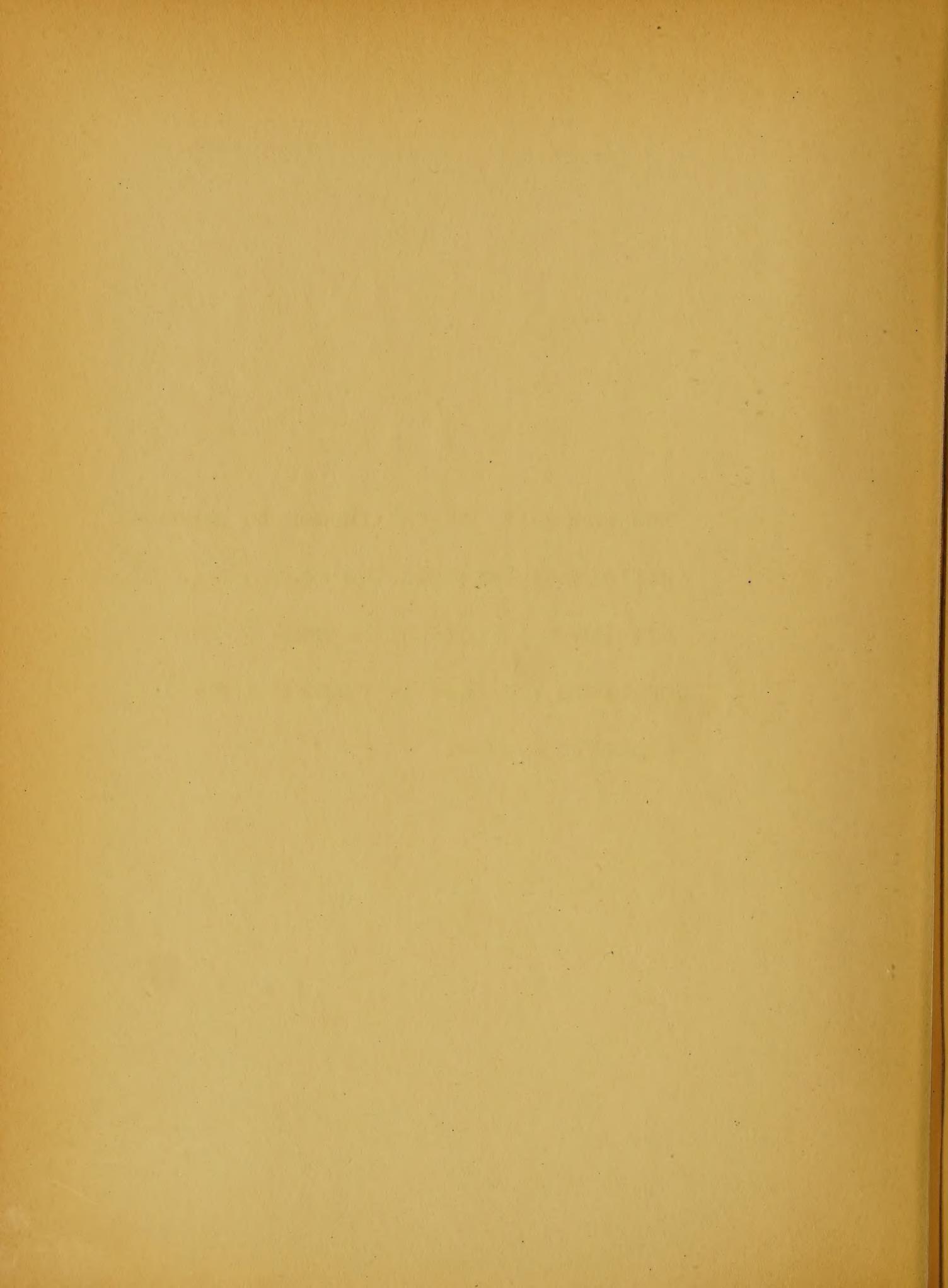


- Farm investment is high.
- Costs are rising.
- Labor is scarce.
- More production of food and fiber
is a must.

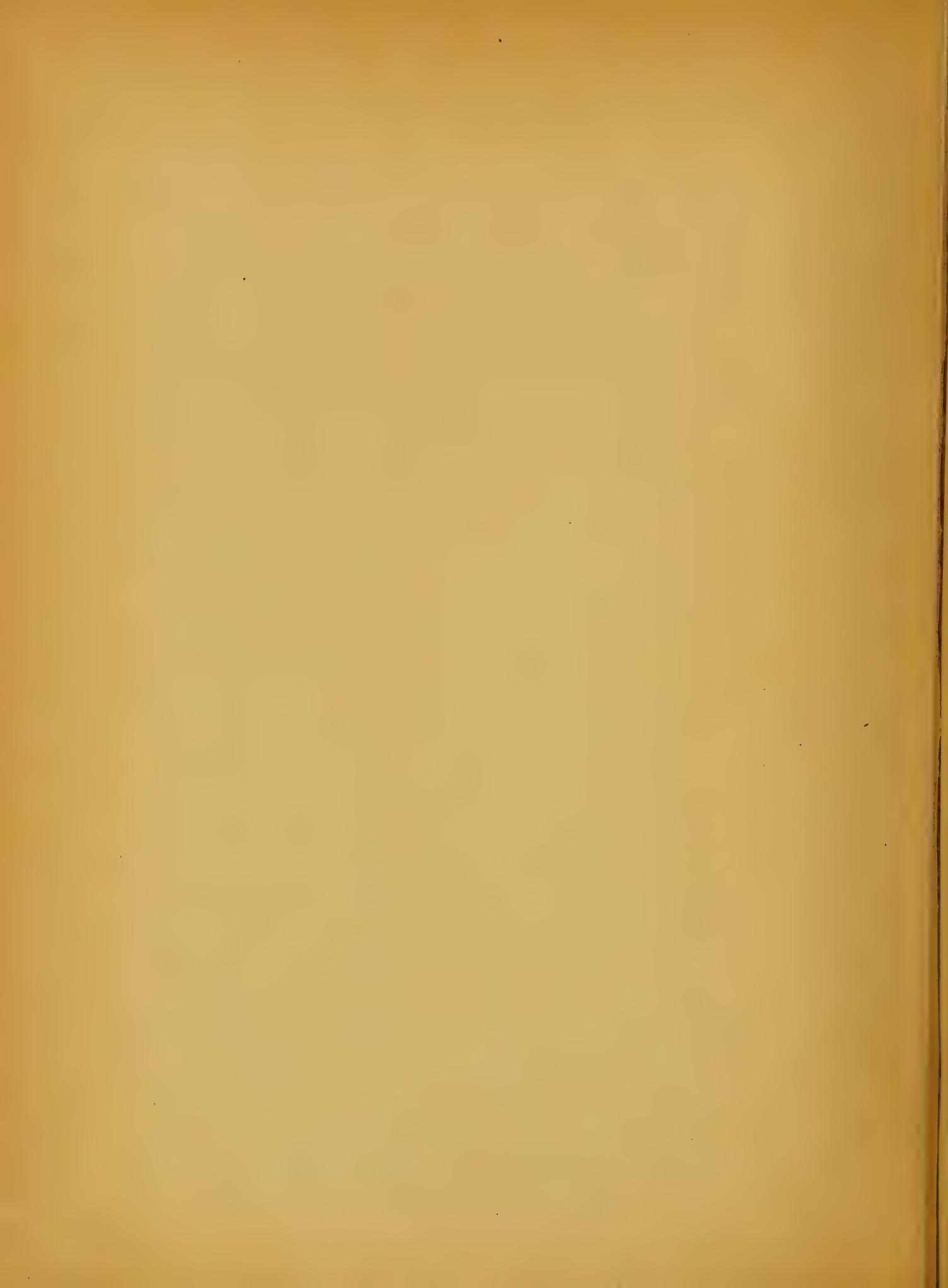
These are some of the things
your consumers are up against.



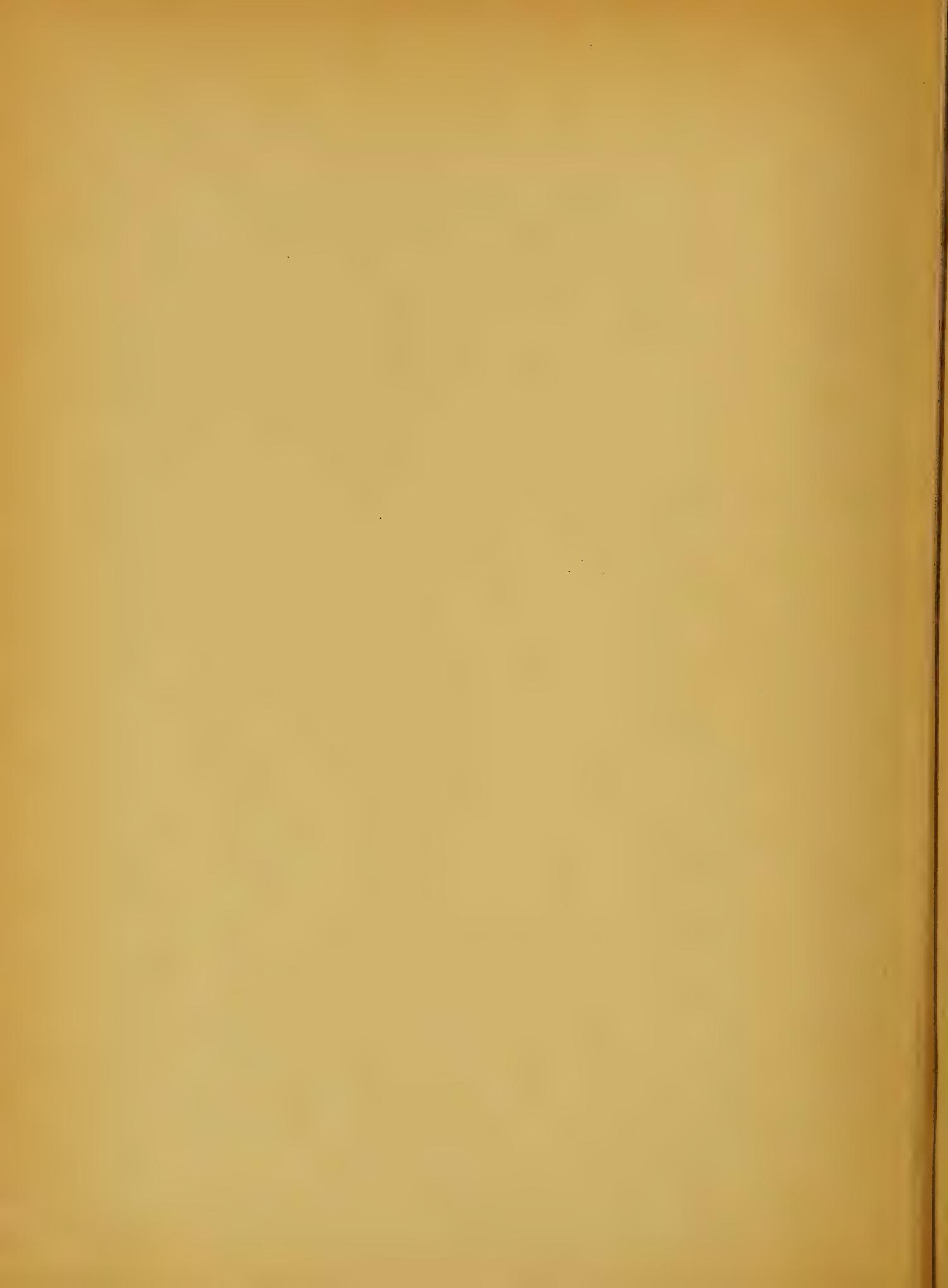
The necessity of the farmer to produce efficiently and get the most out of his labor is not unlike some of the problems you face in running a rural electric system.



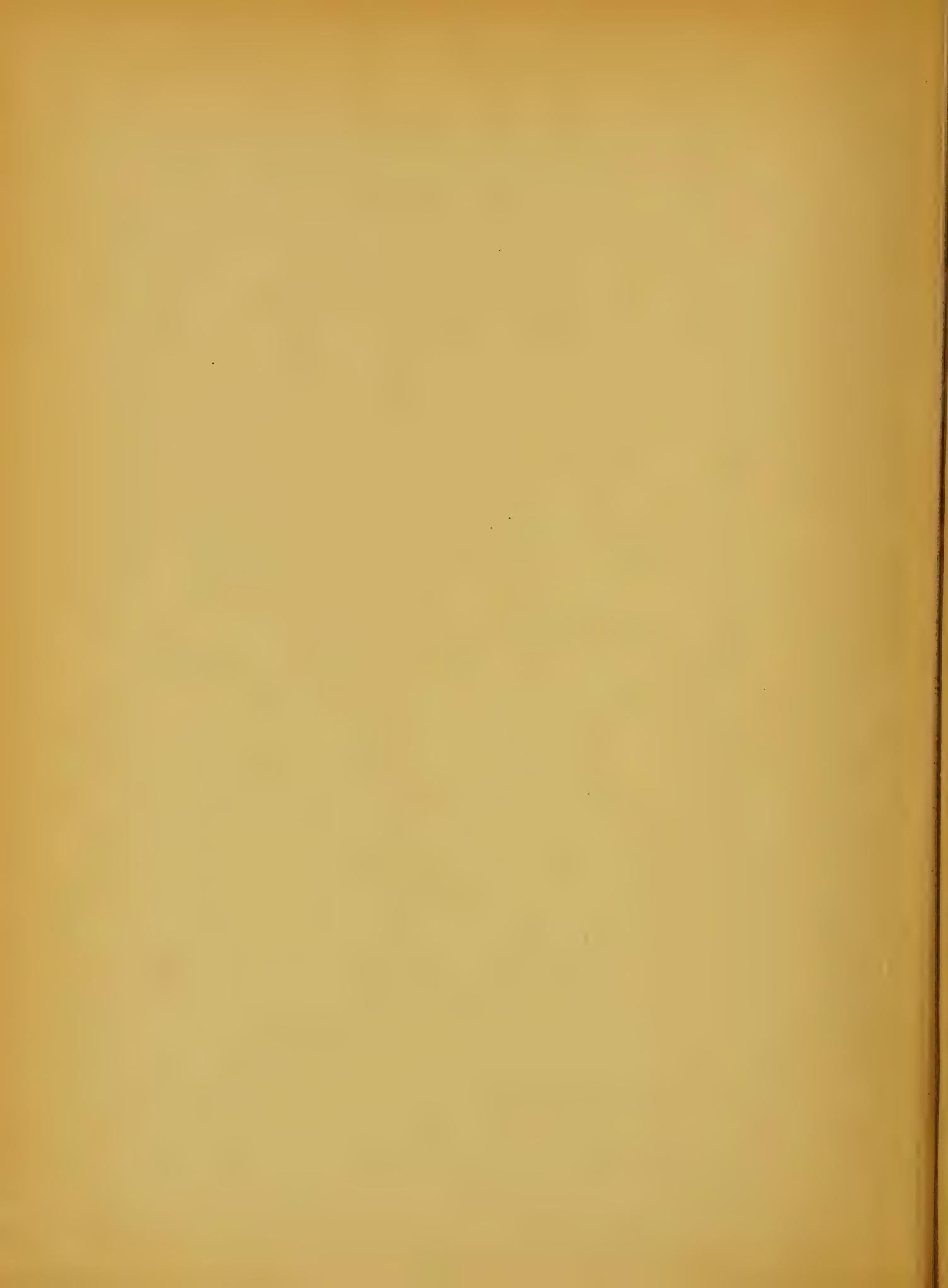
You are responsible for a
big investment.



Your costs are rising -- perhaps
even faster than your earnings.



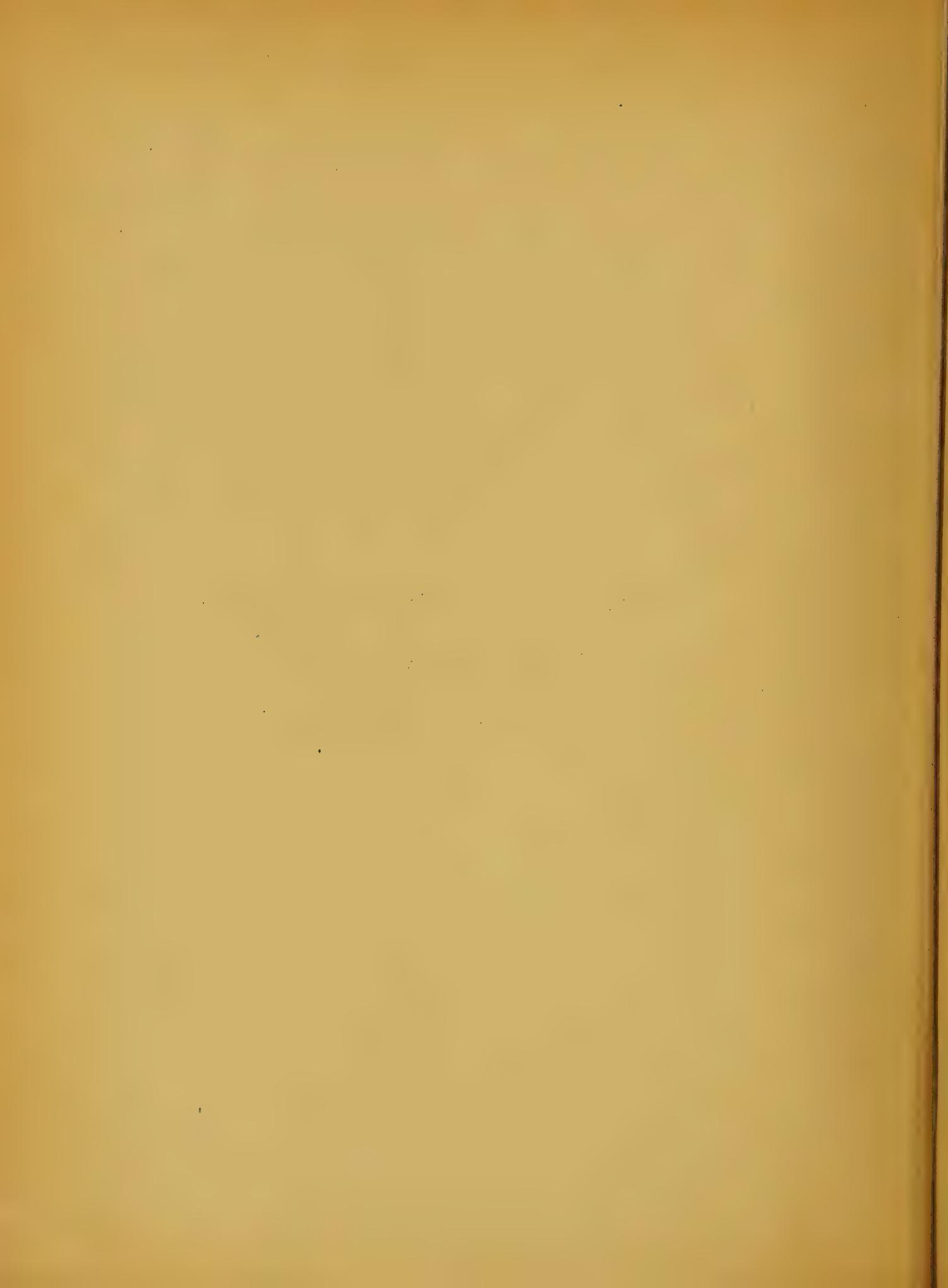
You can meet this co-op problem at
the same time you are helping your
farm consumer meet his.



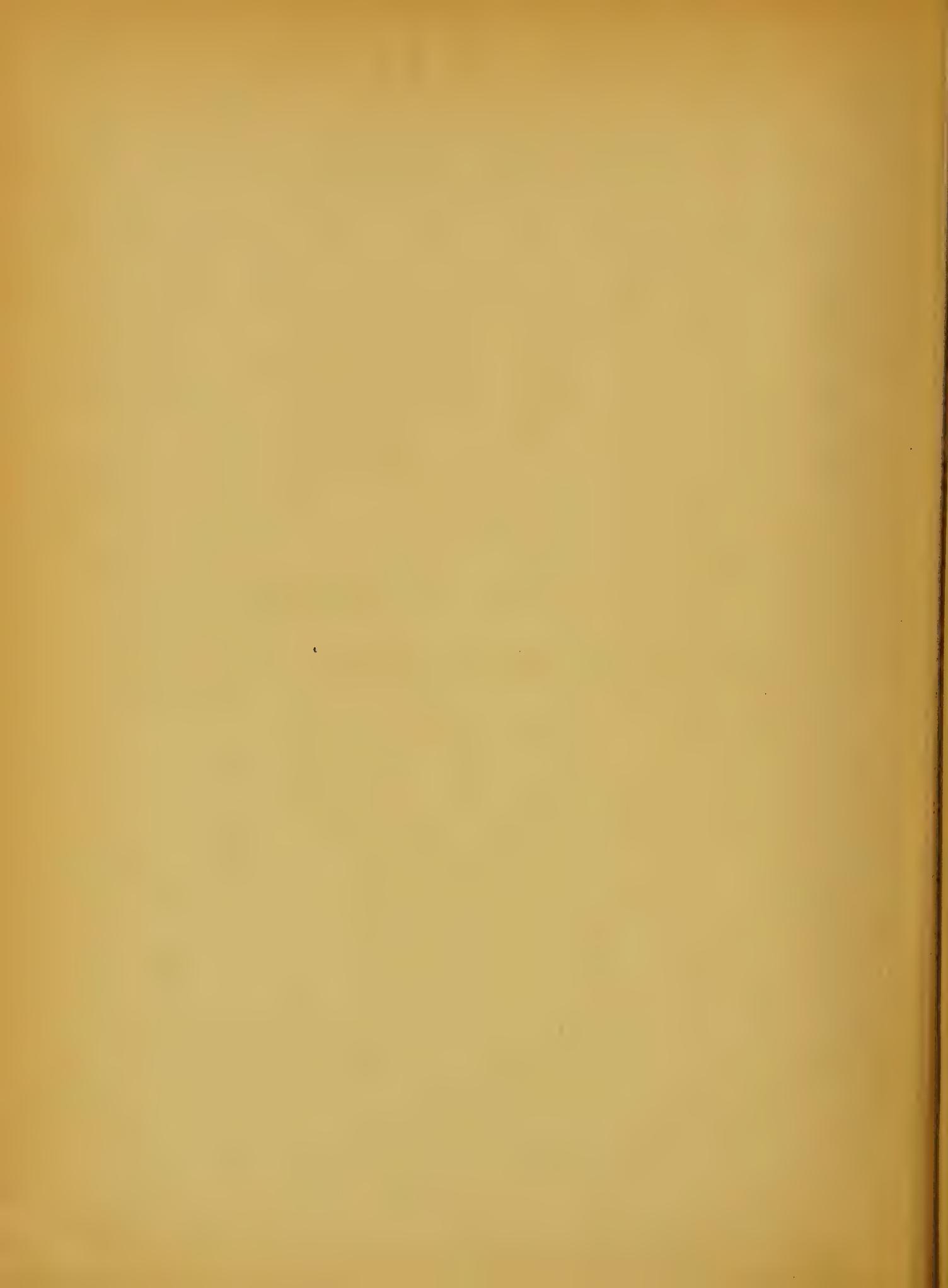
You can't do it by going backwards --

By cutting service

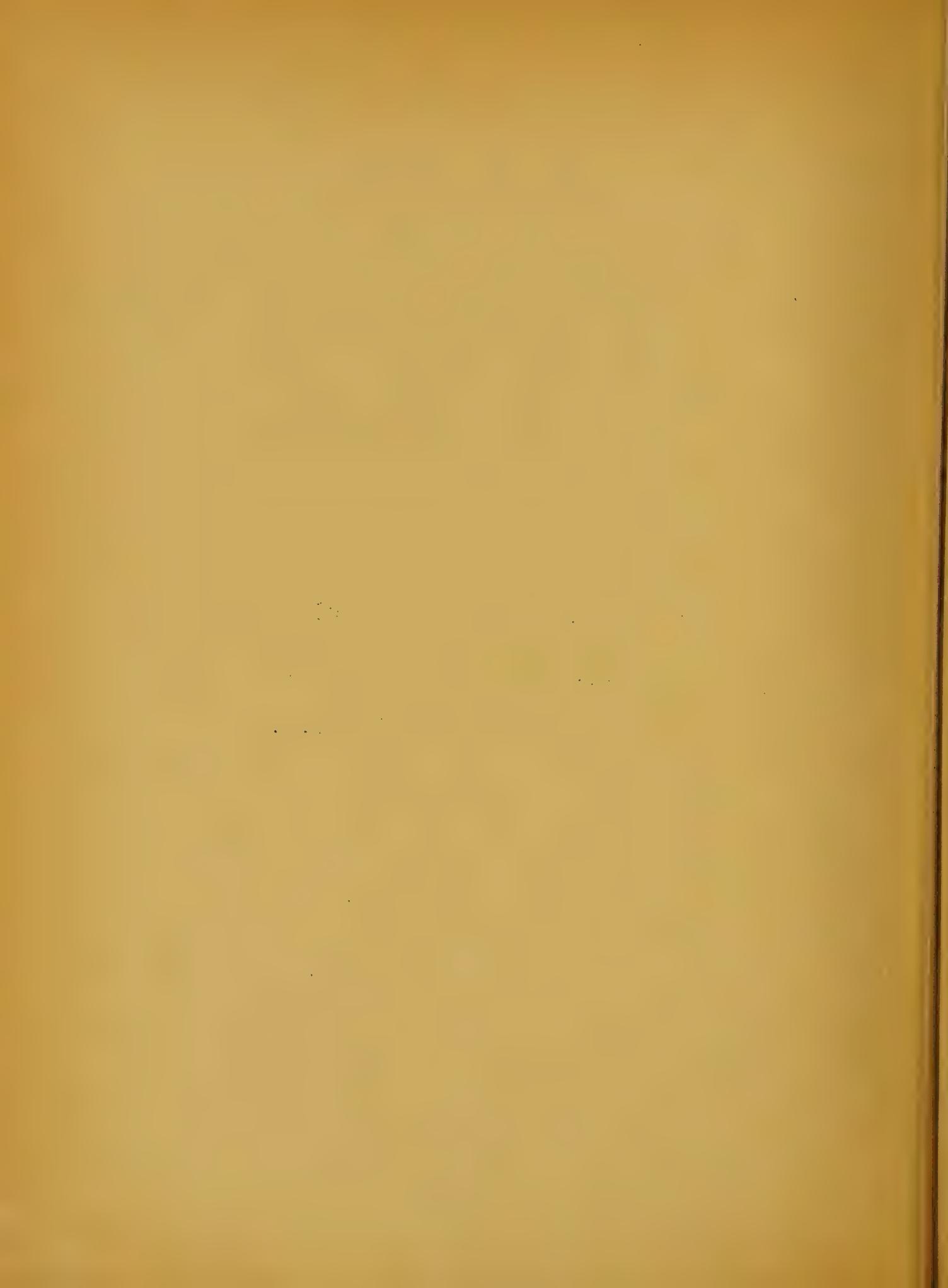
Or otherwise limiting the
use of electricity.



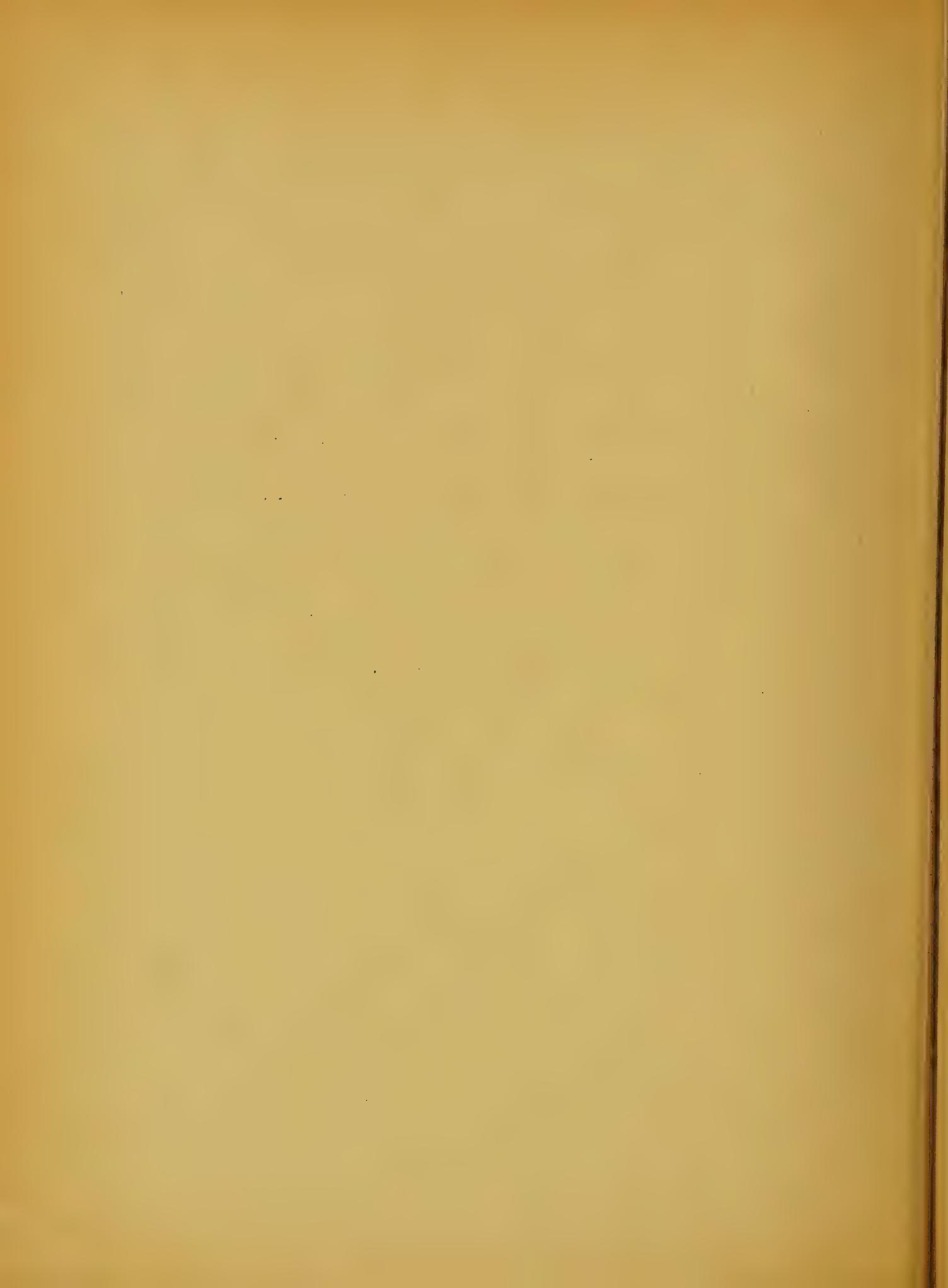
You will have to do it the way
successful business does it.



In other words, by developing fully
the big market for electricity
that lies along your lines.

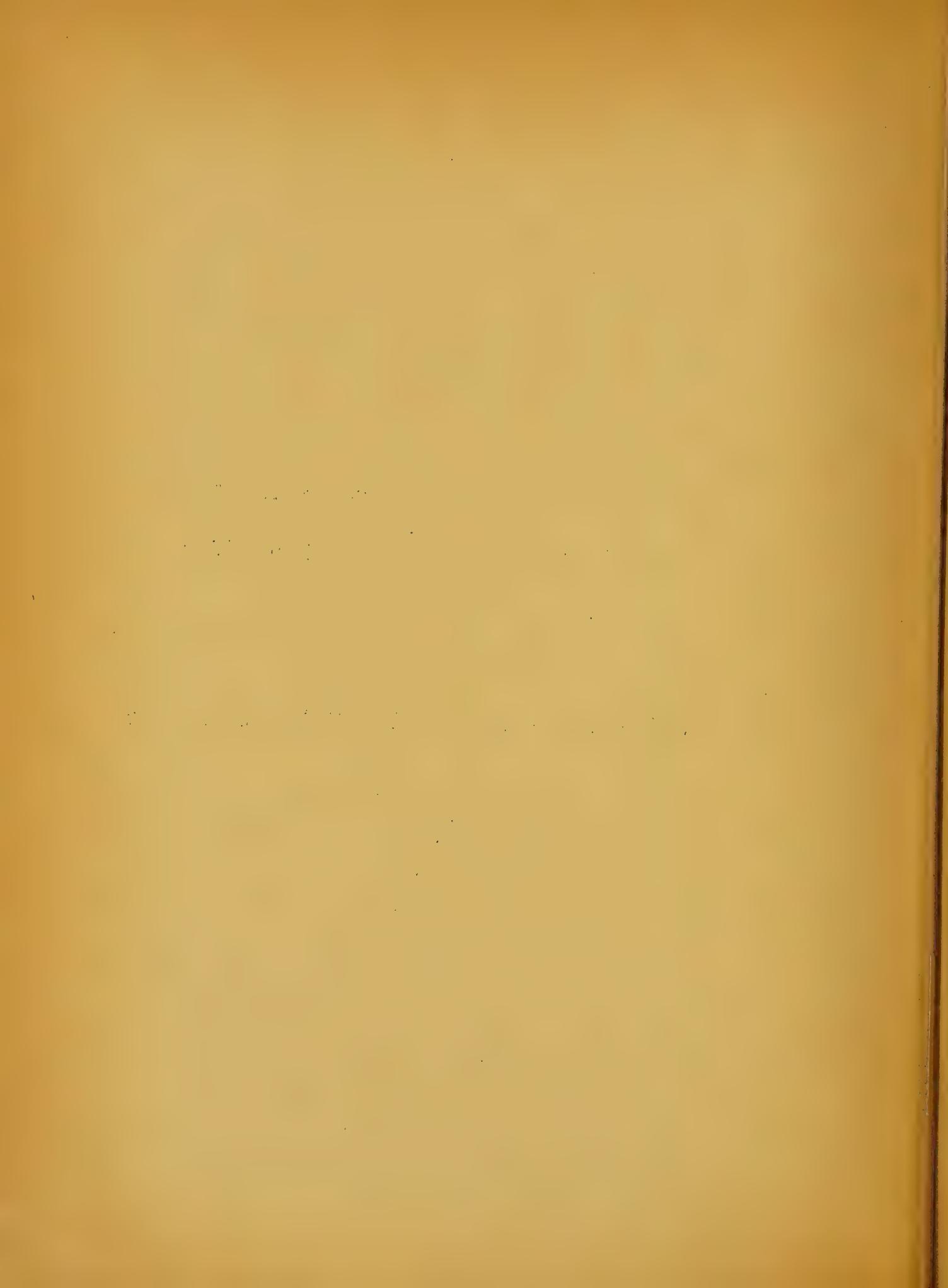


The financial security of your co-op --
just like every other business --
depends on the use that is made of
the product you have to sell and
the goodwill it can build.



Are all your consumers making the
best use of the service you offer
them?

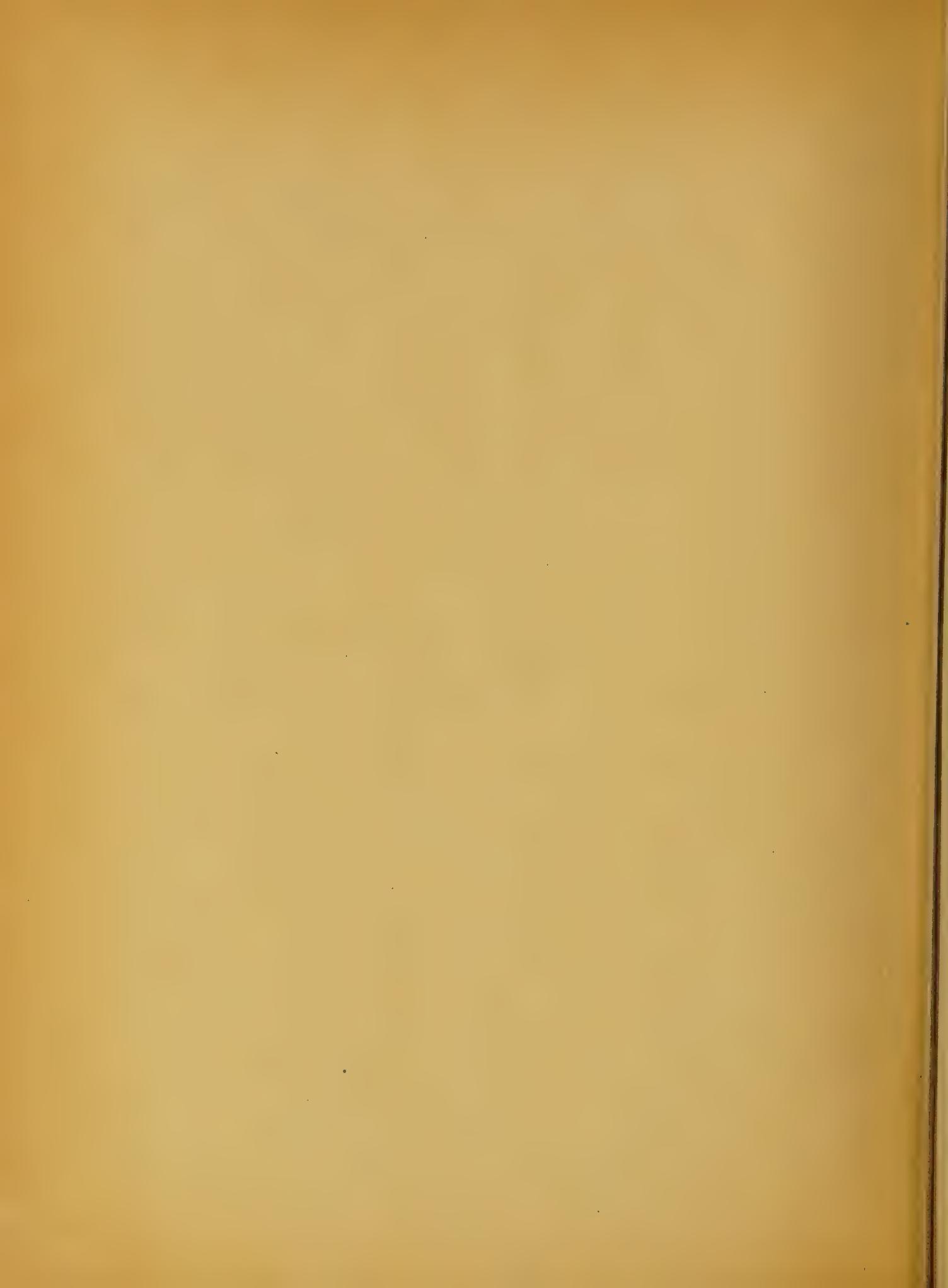
ARE YOU DEVELOPING YOUR POTENTIAL MARKET?



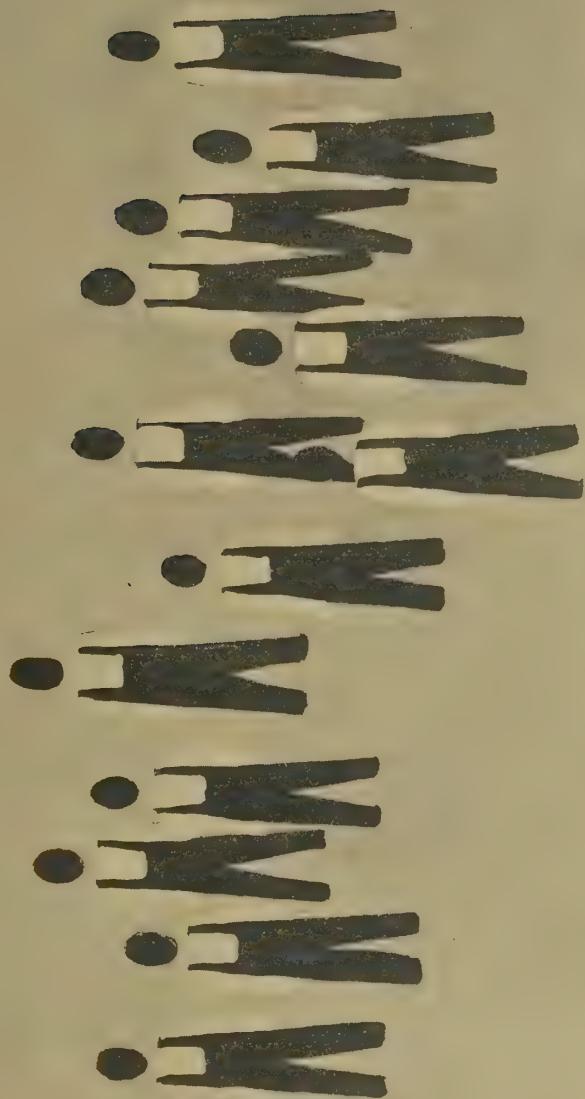
Take a look at --

The minimum users along your lines

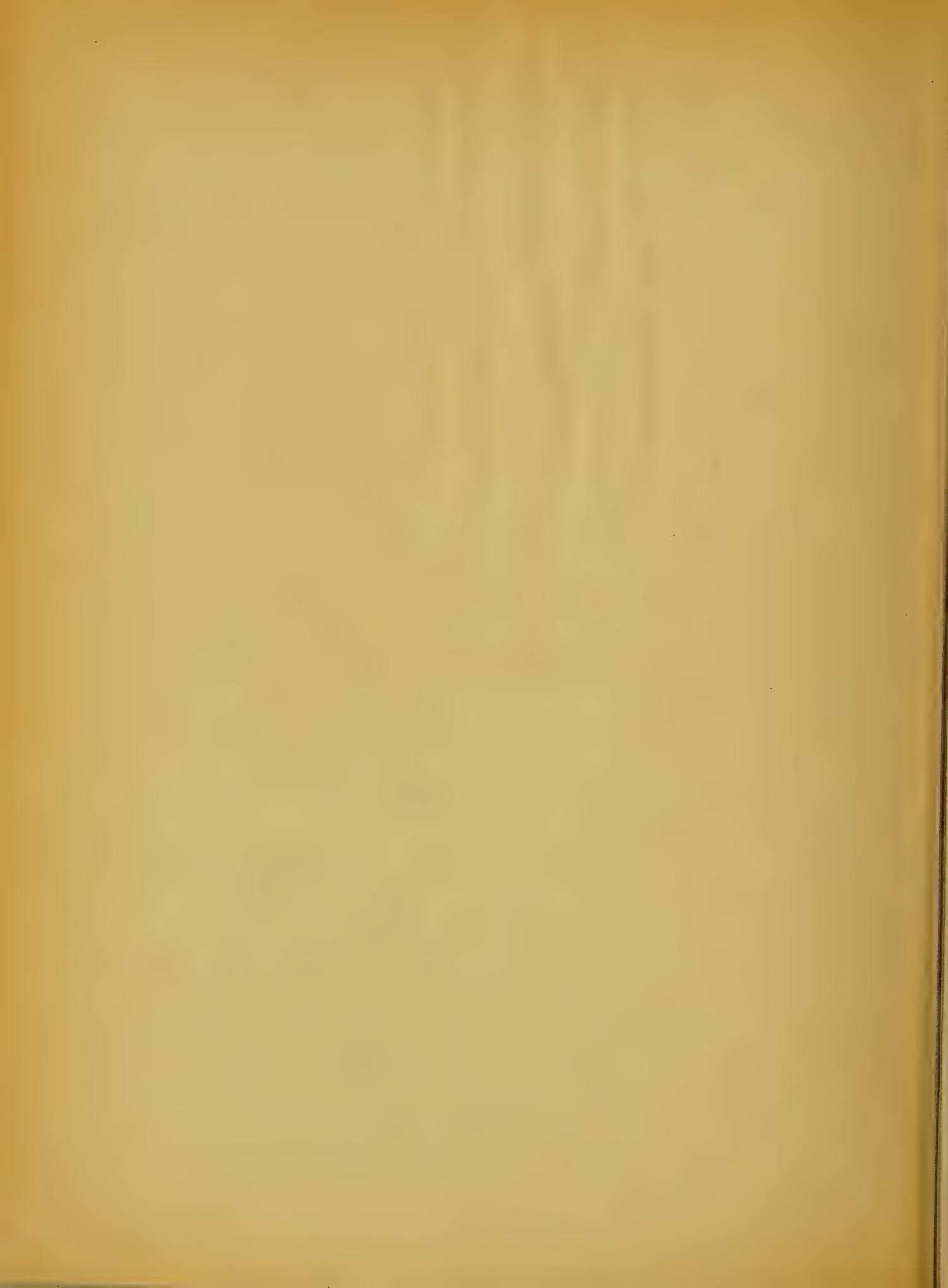




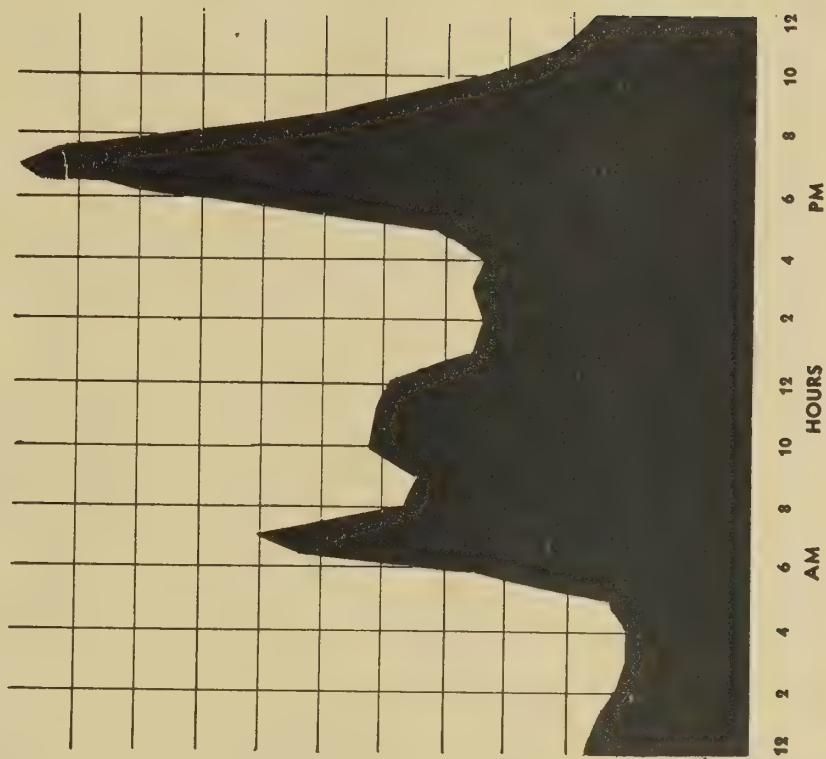
HOW MANY ARE THERE?

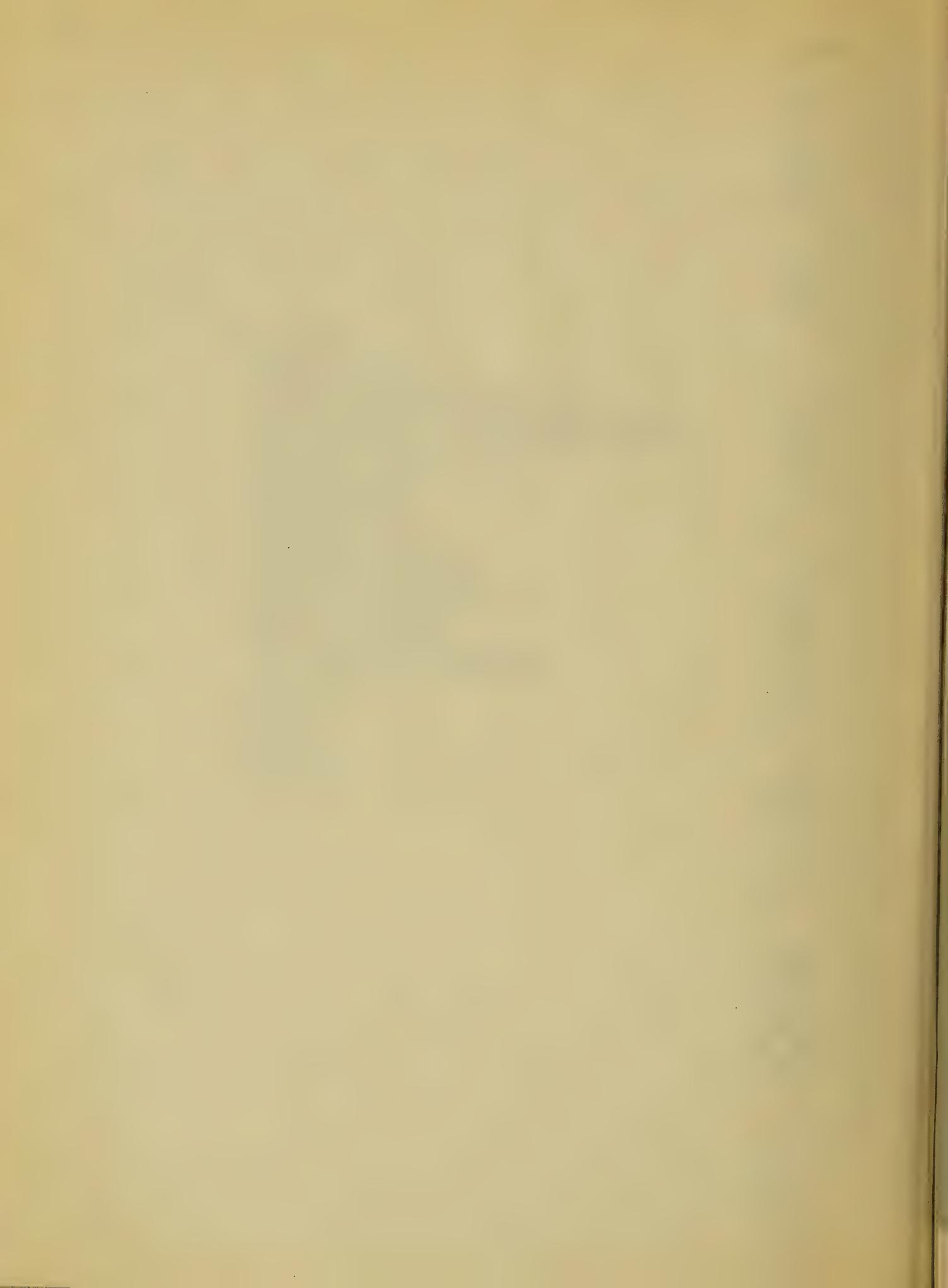


How much of the time is your system
delivering power at capacity?

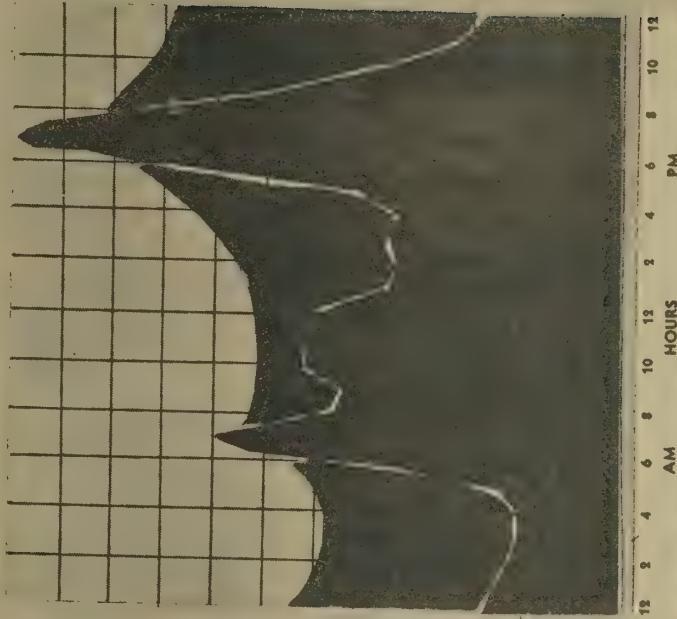


DOES YOUR LOAD CHART LOOK LIKE THIS?

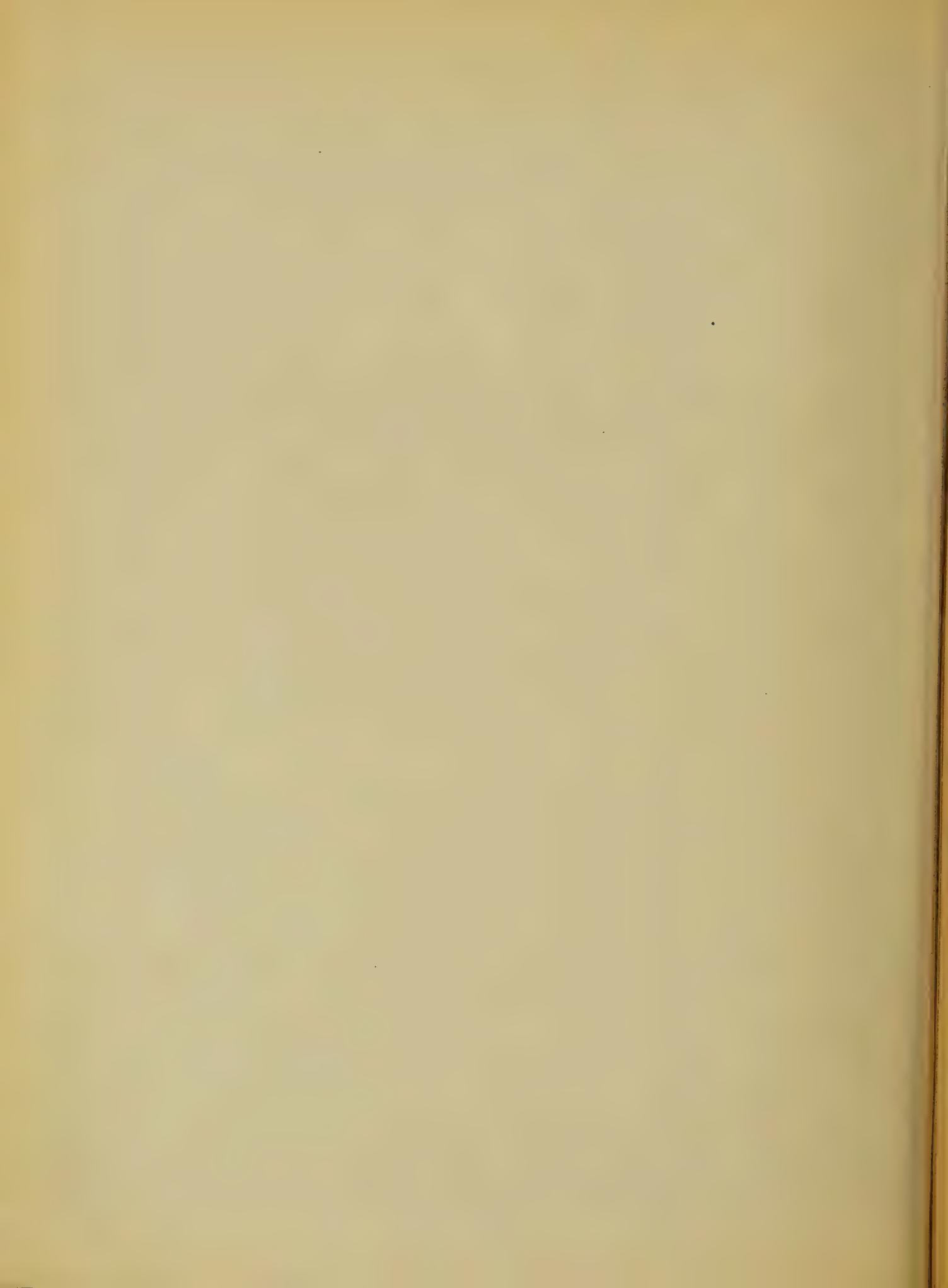




IT IS GOOD BUSINESS TO KEEP YOUR
FACILITIES AT WORK AROUND THE CLOCK

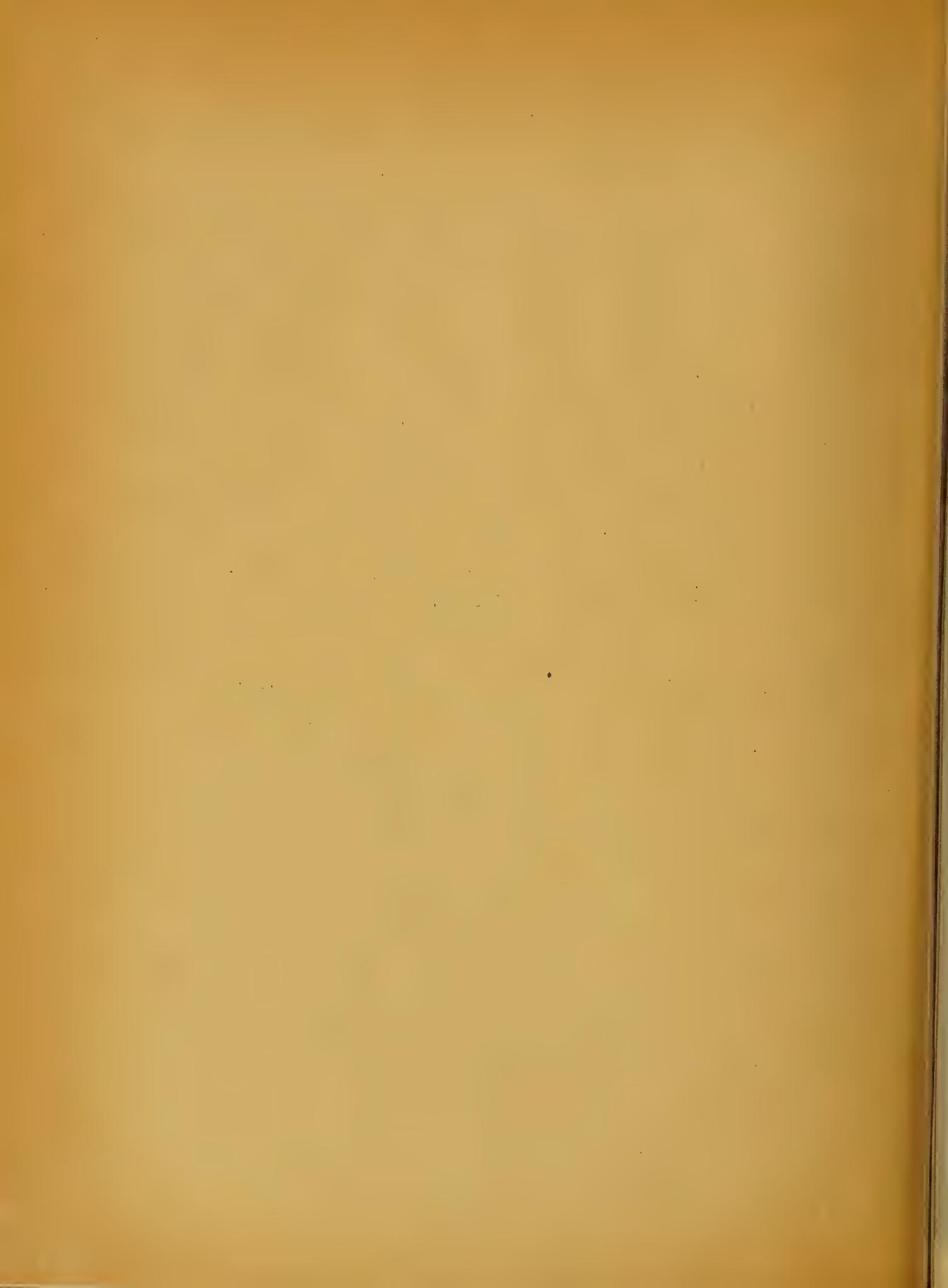


12	2	4	6	8	10	12	2	4	6	8	10	12
AM						PM						



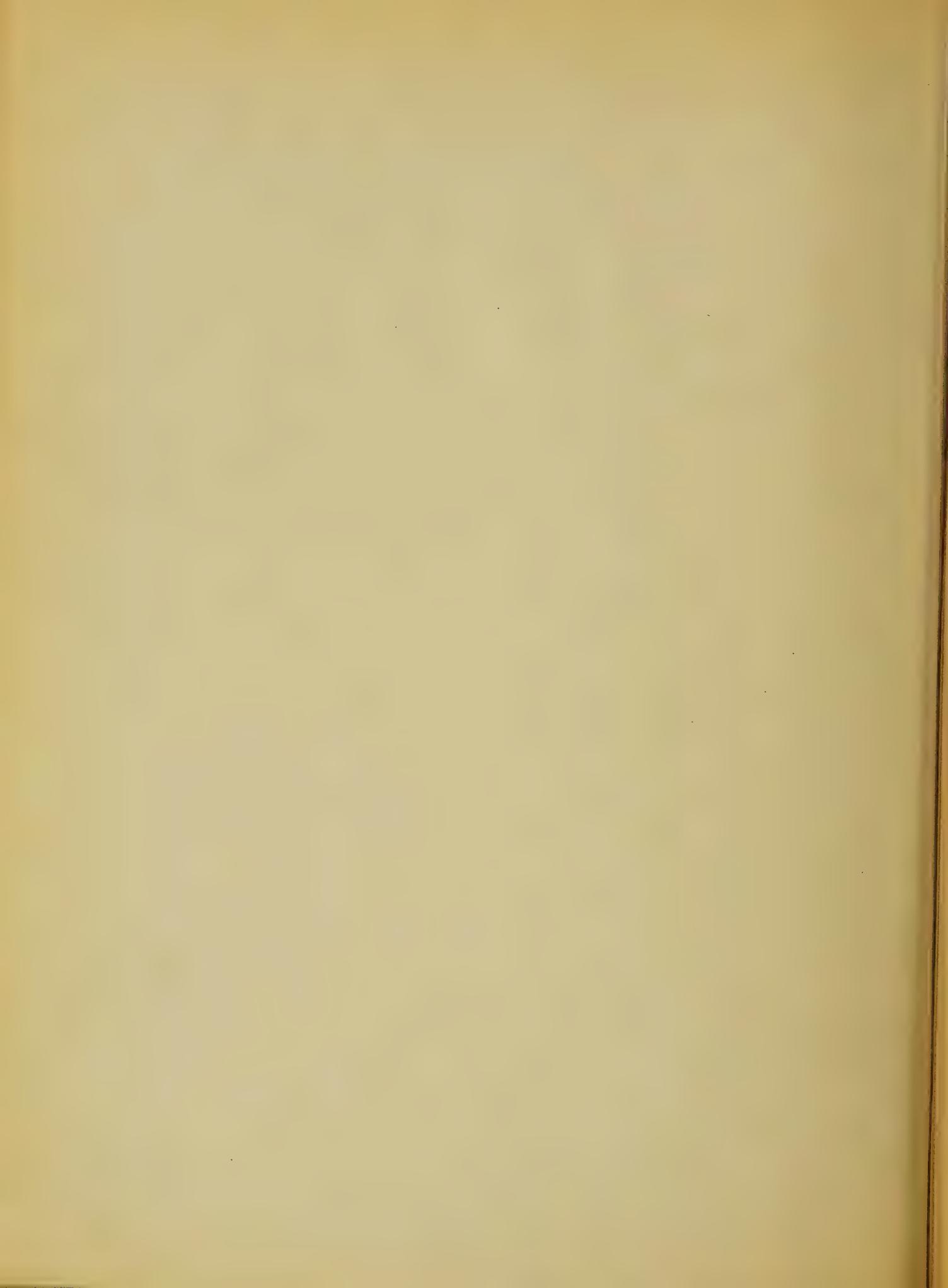
Your revenue is determined by your kilowatt-hour sales.

Is it going up fast enough to meet your debt repayment schedule?



18

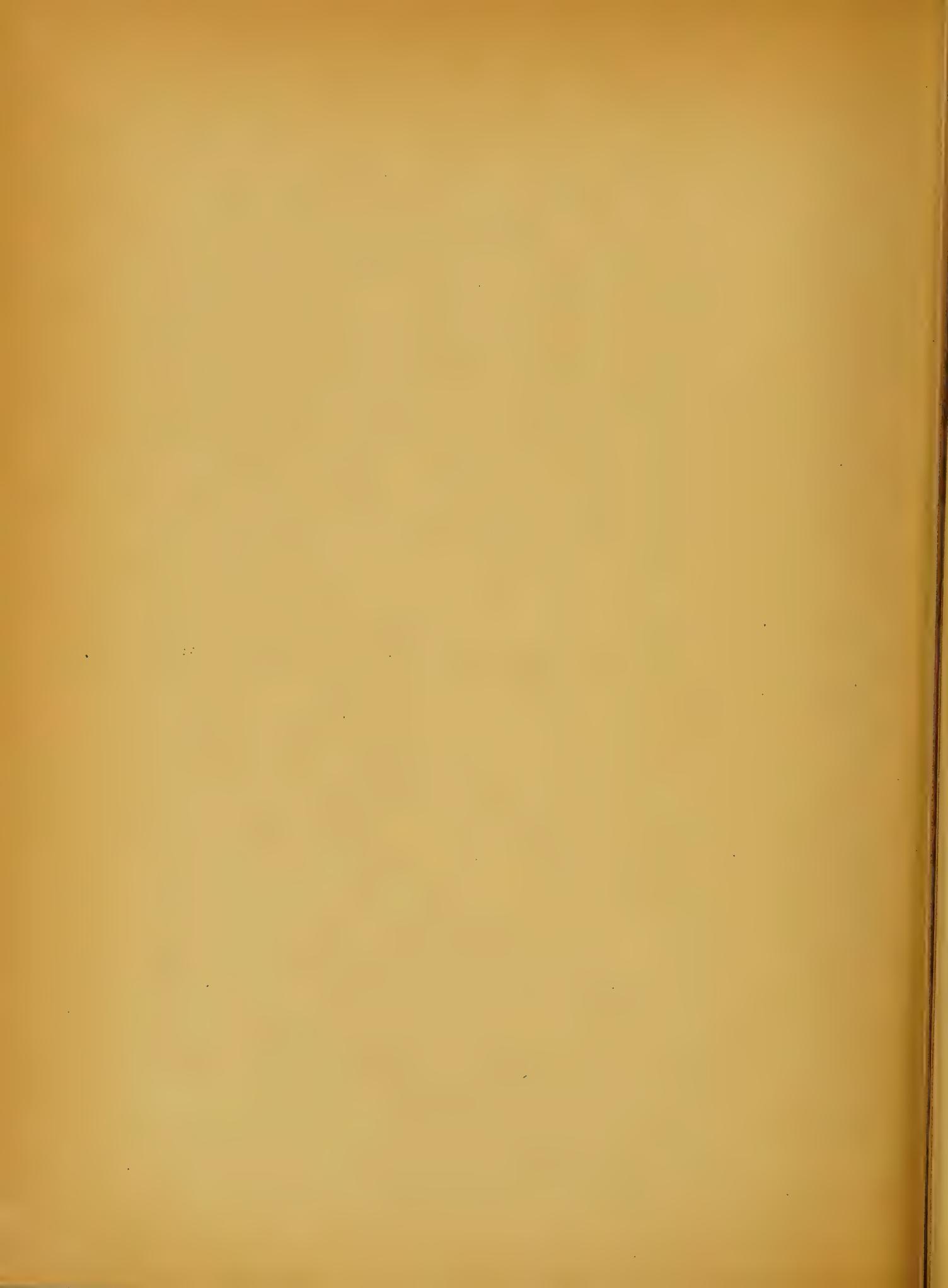
IS YOUR DEBT REPAYMENT CHART
ANY EASIER THAN
THIS ONE?



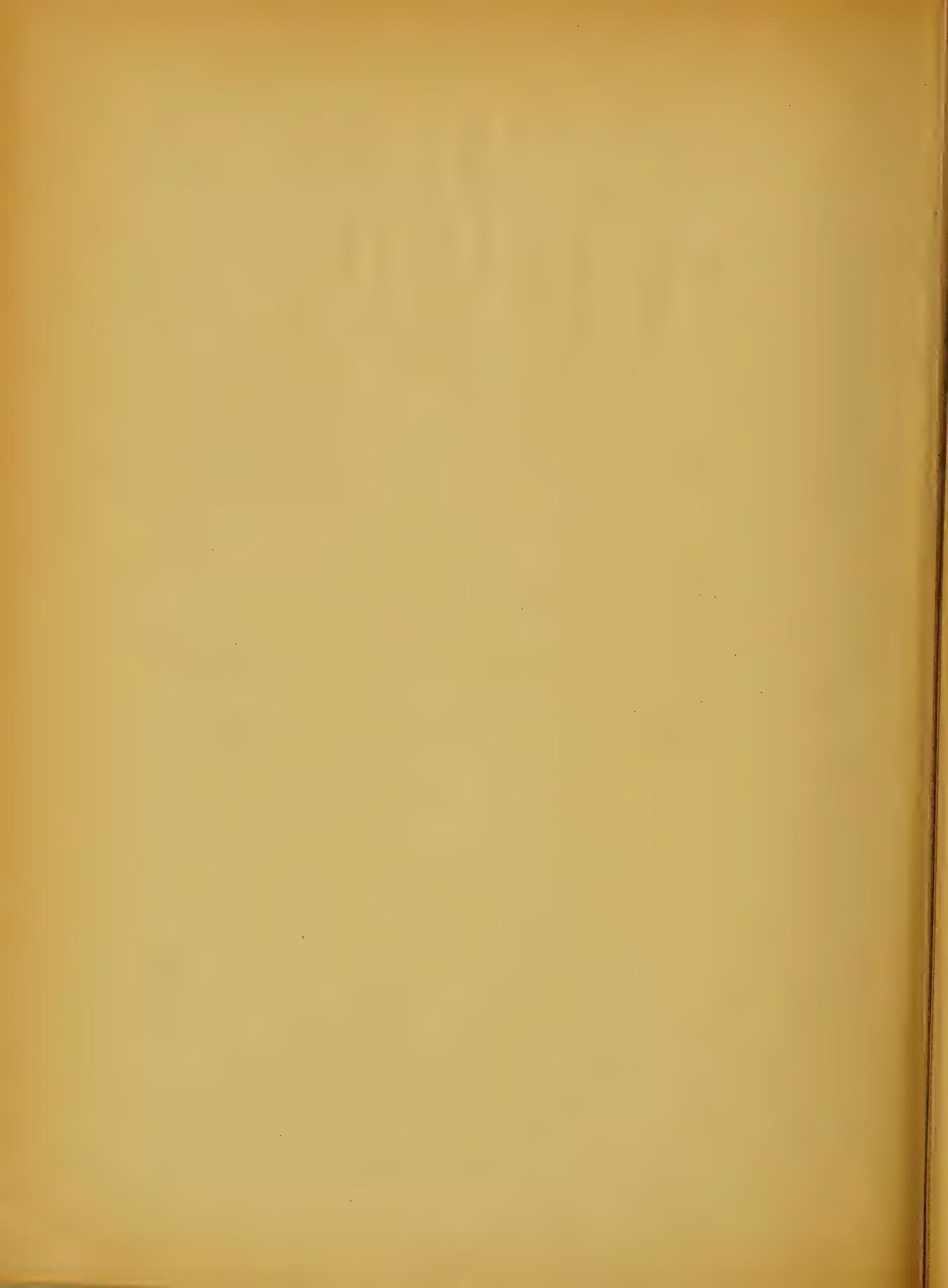
But your operating report is not
the only thing that is affected
by the volume of business you do.



Your consumers are individually concerned.



With your help,
your consumers can use electricity
not only to live better, but --



To make more money

and

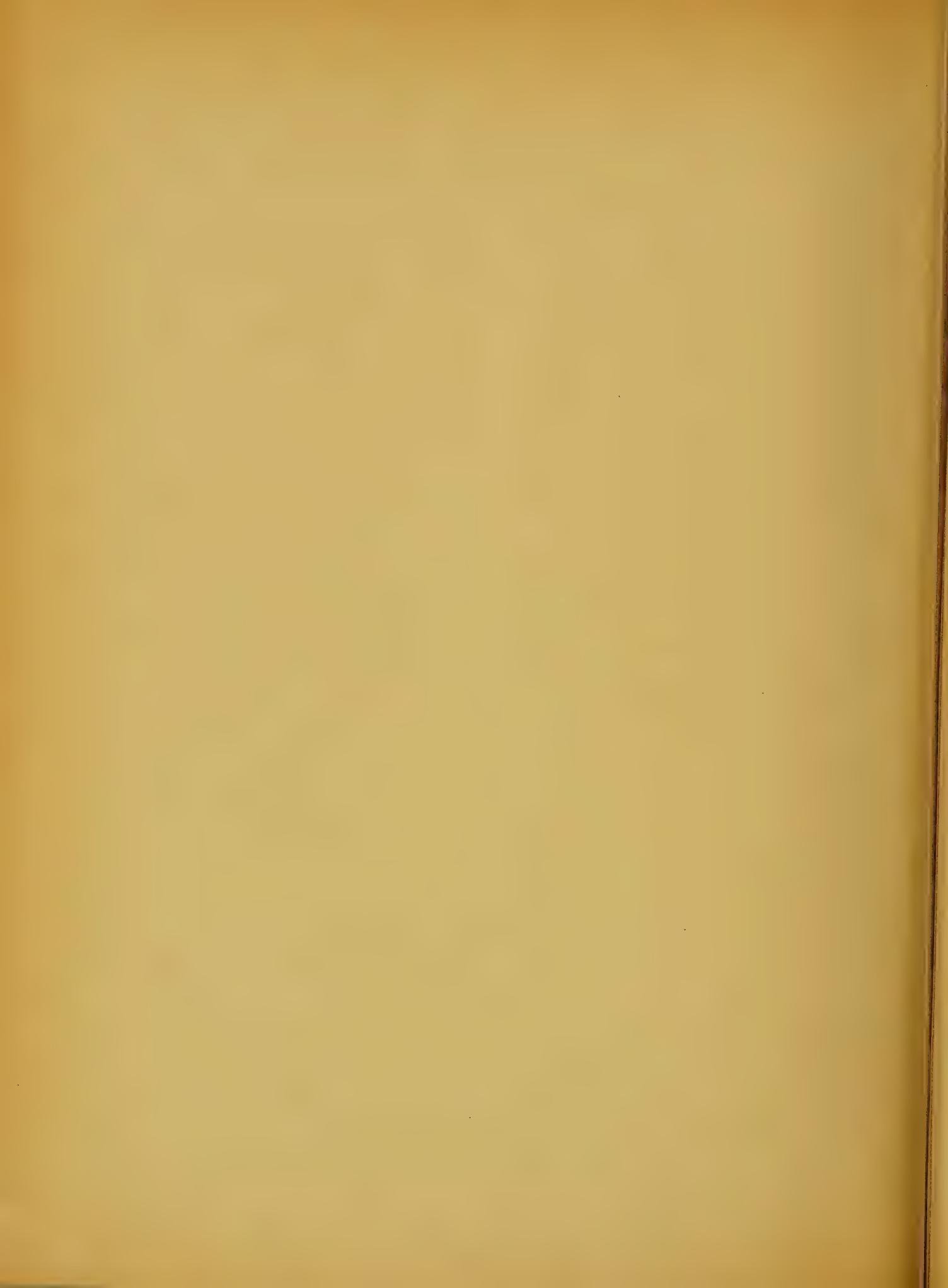


To produce more of the food and fiber
that is now in such great demand

and



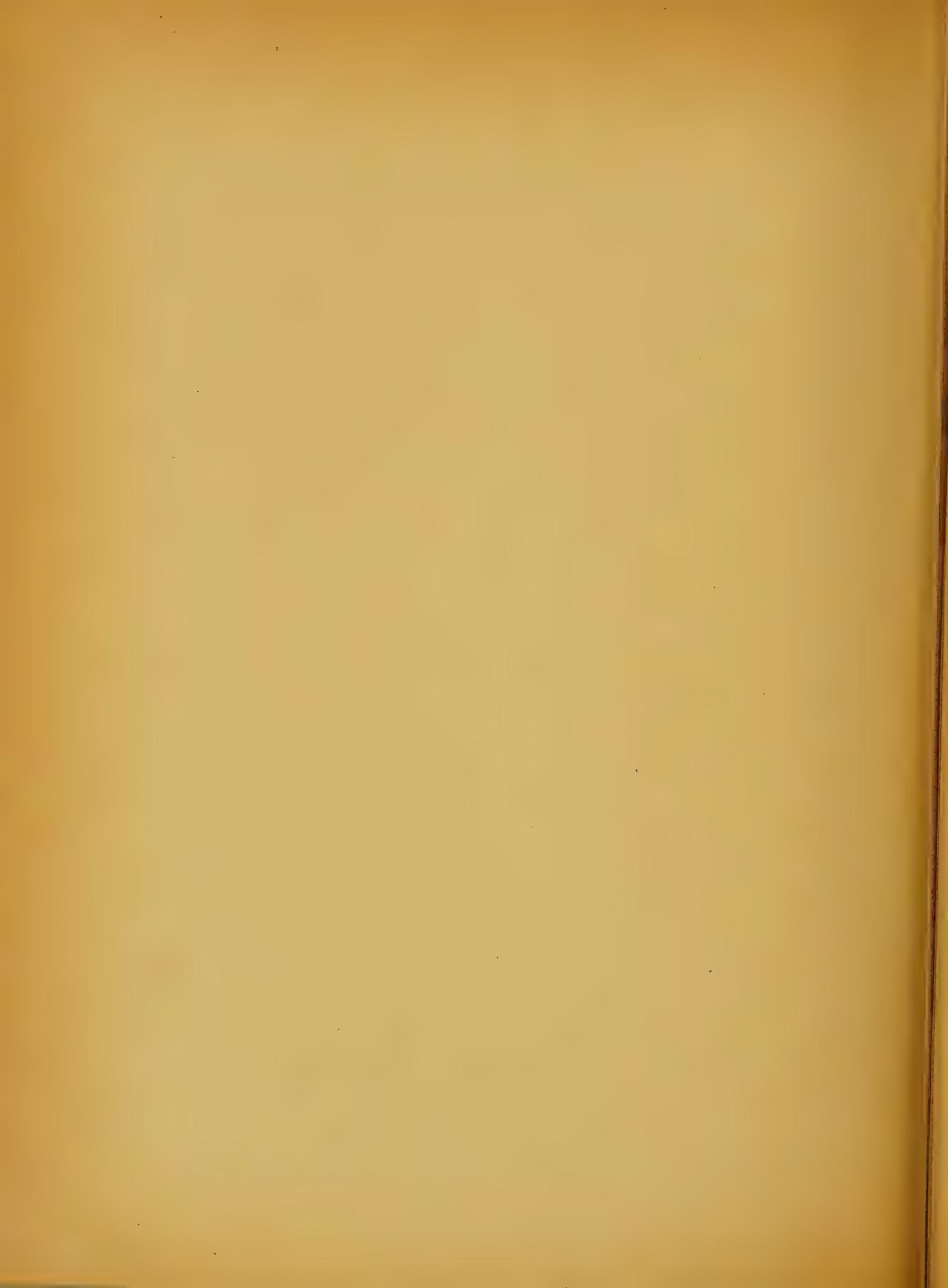
To replace many of the hired hands
they are unable to get.



When you sell your consumers electricity
to help them:

- Make money,
- produce more, and
- save labor

You are giving them a real service.



At the same time, you are building
a volume of sound and lasting business
for your co-op,

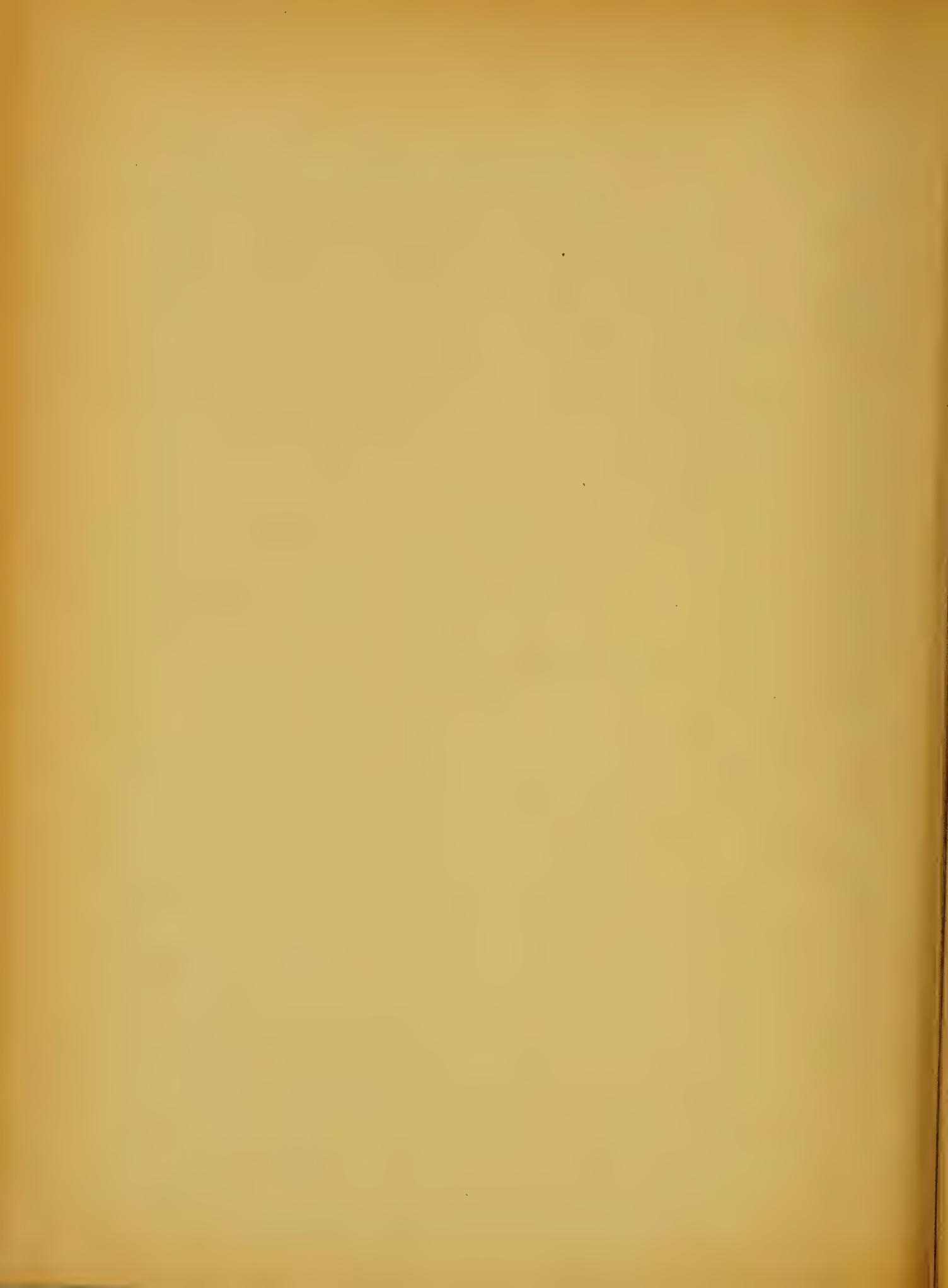
because



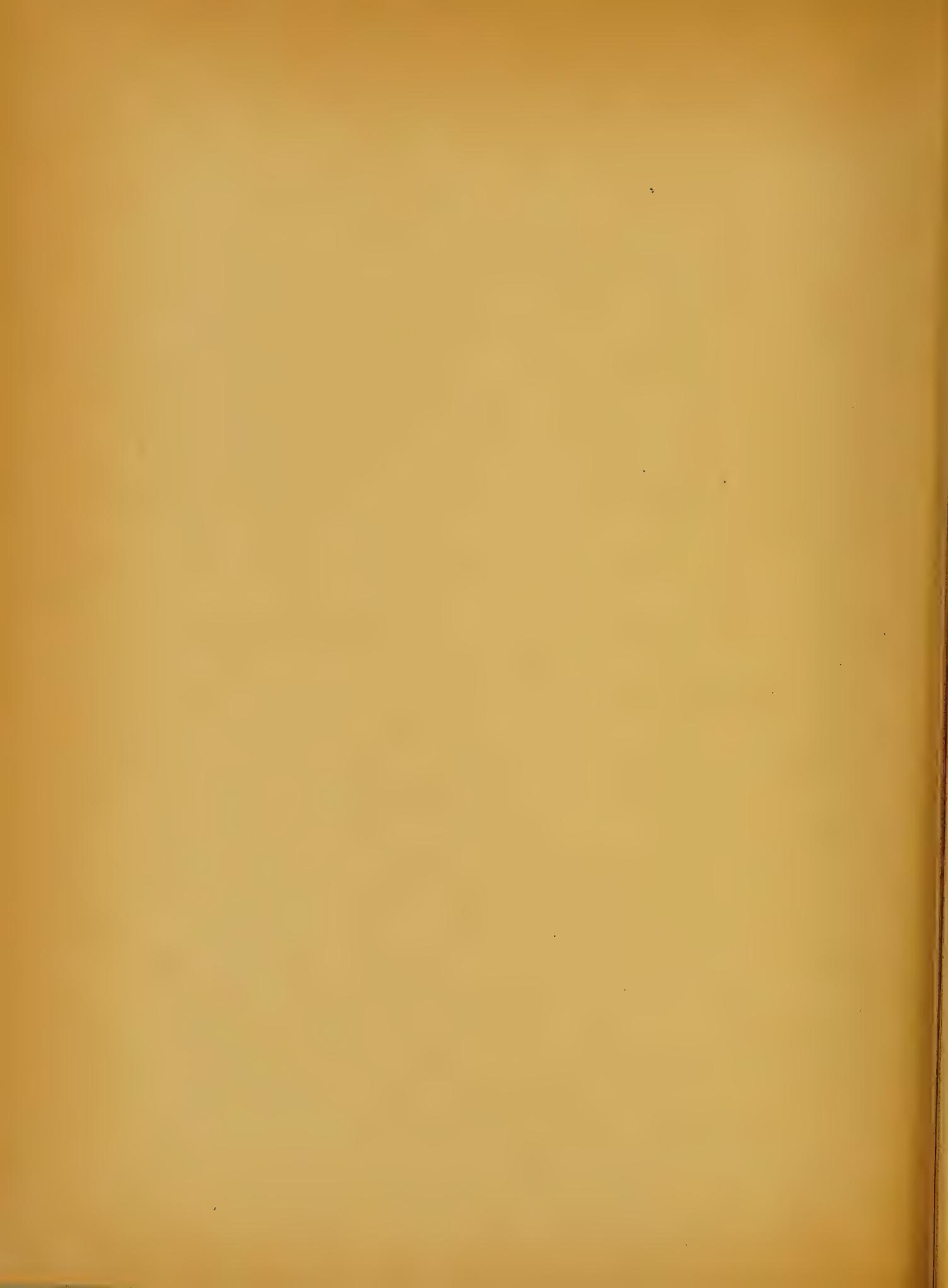
NO FARMER WILL CUT DOWN
ON A SERVICE THAT HELPS
INCREASE HIS INCOME.

When your consumers are making productive use
of electricity, it will enable you to operate
on a sounder business basis

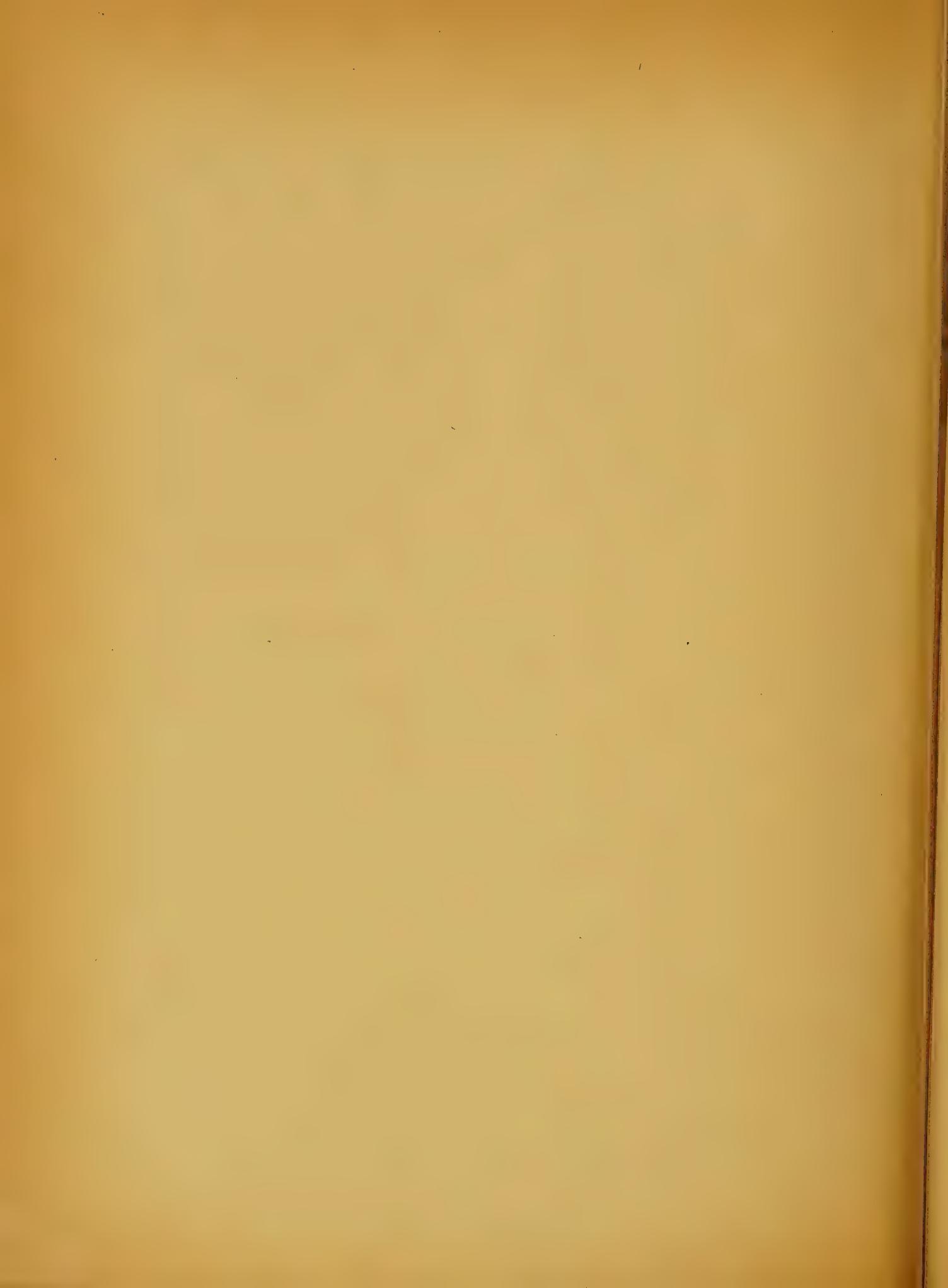
because



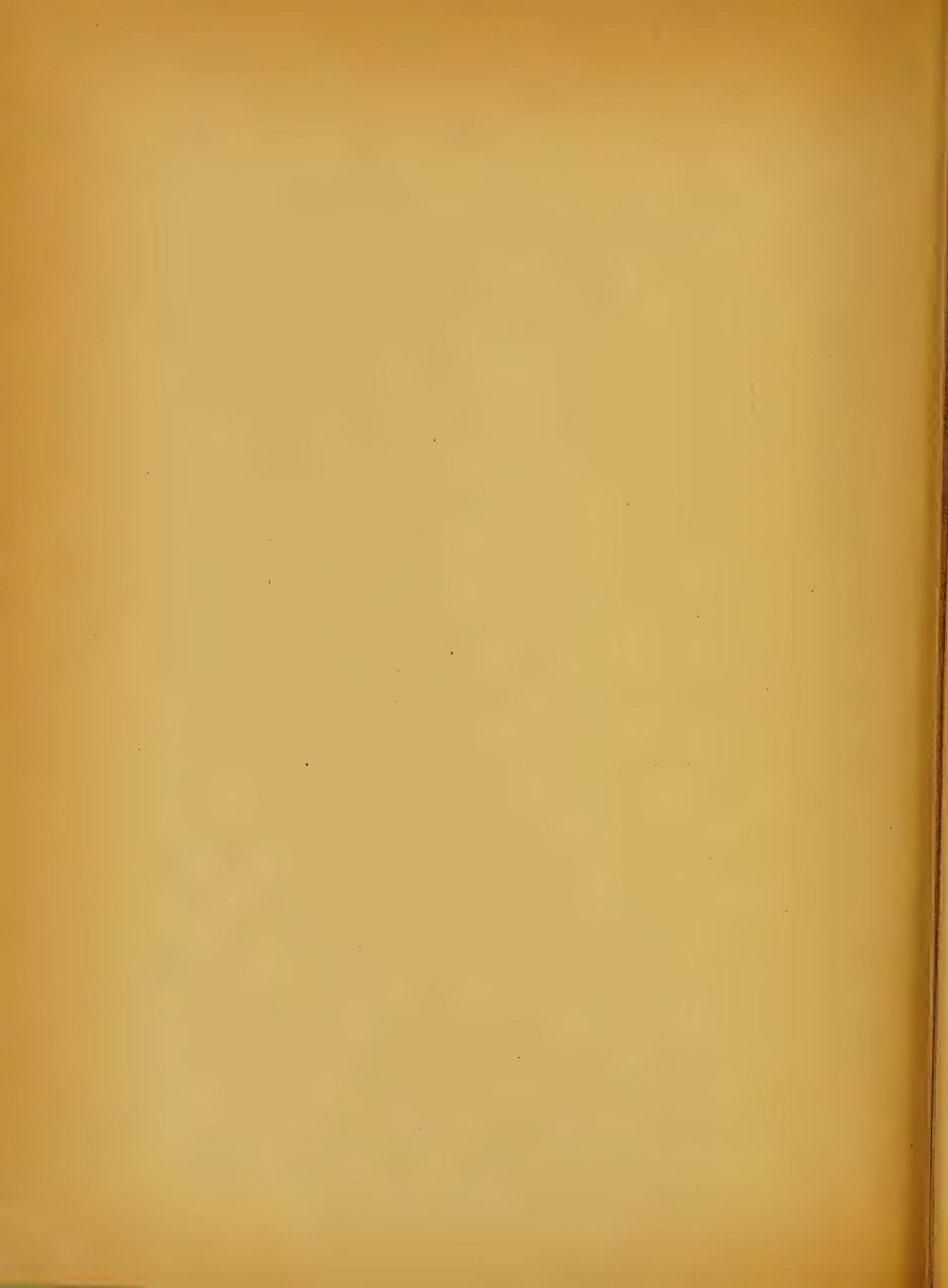
1. You reduce the number of minimum users.



2. You increase your revenues.



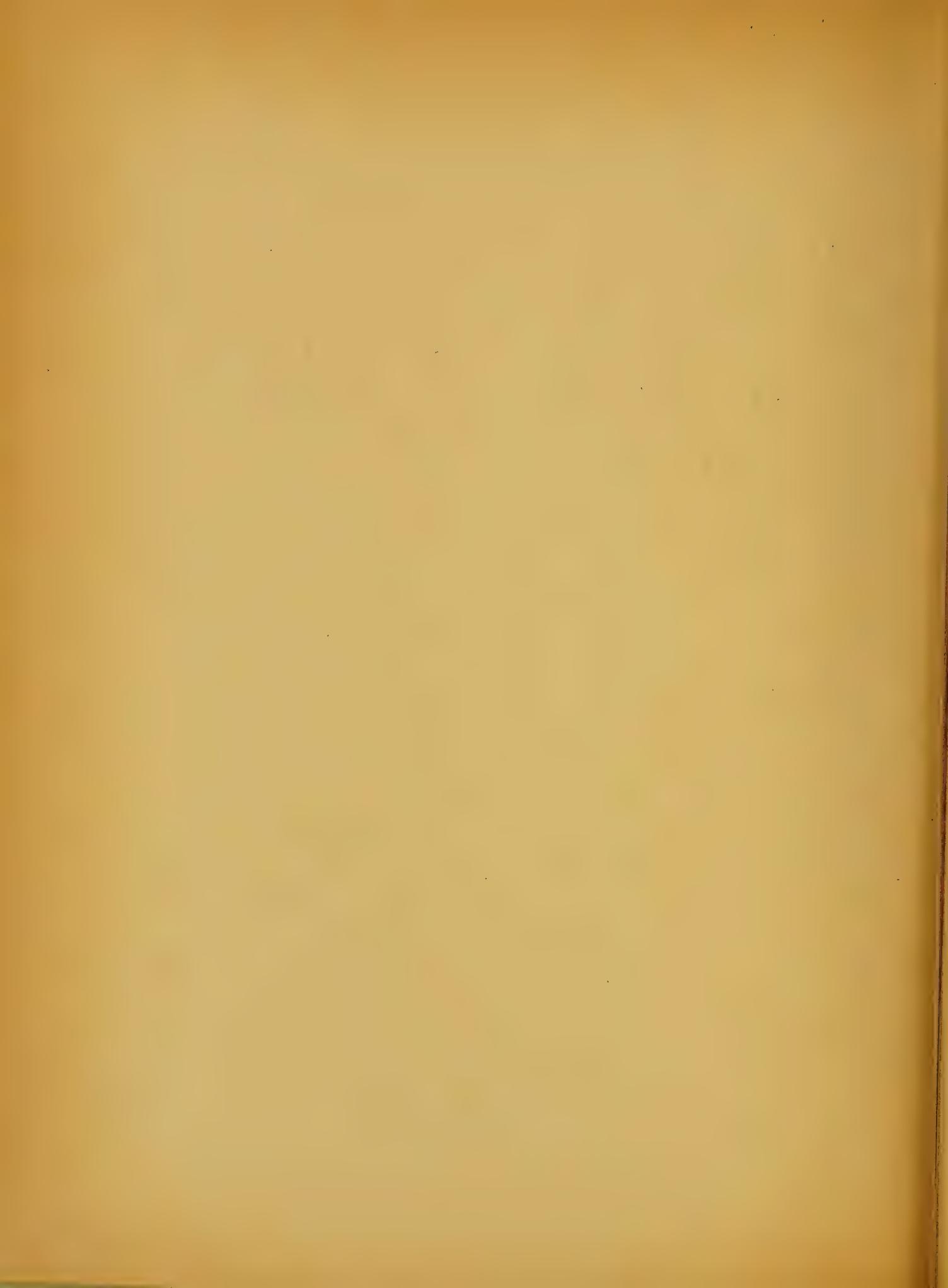
3. You begin to fill in the valleys between the peaks. This lowers your average wholesale costs, eventually leads to lower retail rates.



To summarize --

When you develop your potential market

1. Your consumers benefit.
2. Your co-op benefits.
3. Your community benefits.
4. Your Nation benefits.



How, then, is a good way to go about it?



You do what you always do whenever you decide on a policy -- tell your manager what you want done.

In this case you would pass a resolution directing him to step up your program to encourage the productive use of your product -- electricity.



To get started at once you and the manager would select a productive use of power to promote during the time you are setting up a permanent program.



You would select a use that is applied the year round in your area, like

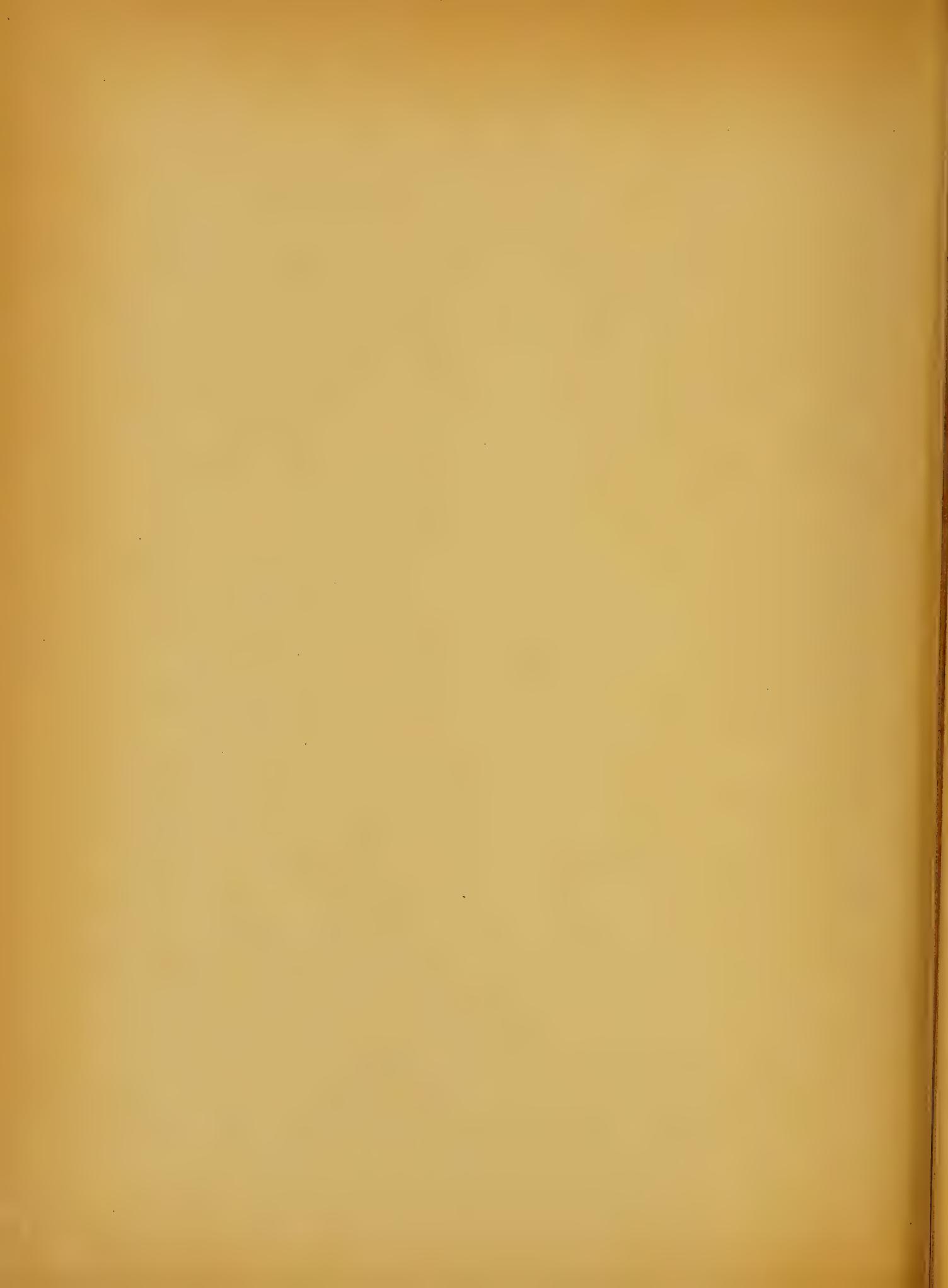
Water Pumps

or

Feed Grinders

or

Farm Shops

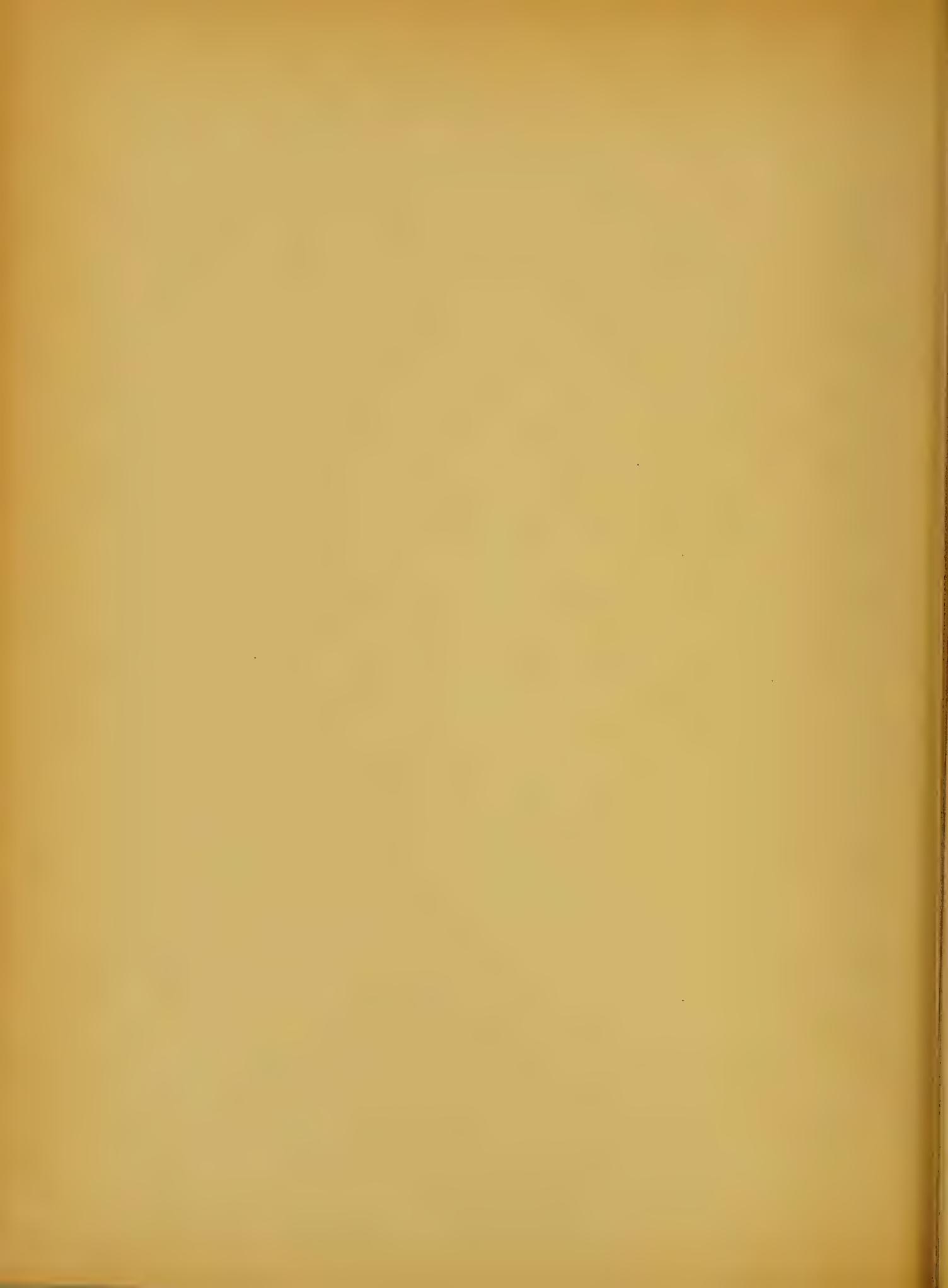


Now, suppose you select water pumps.



This what you and your manager could do

W I T H O U T S P E N D I N G M U C H M O N E Y.



MOBILIZE YOUR STAFF:

- Inform your employees of the program.
- Emphasize advantages of the program to them.
- Assign them to specific jobs in connection with the program.

T H A T C O S T S N O T H I N G.



NOTIFY MEMBERS:

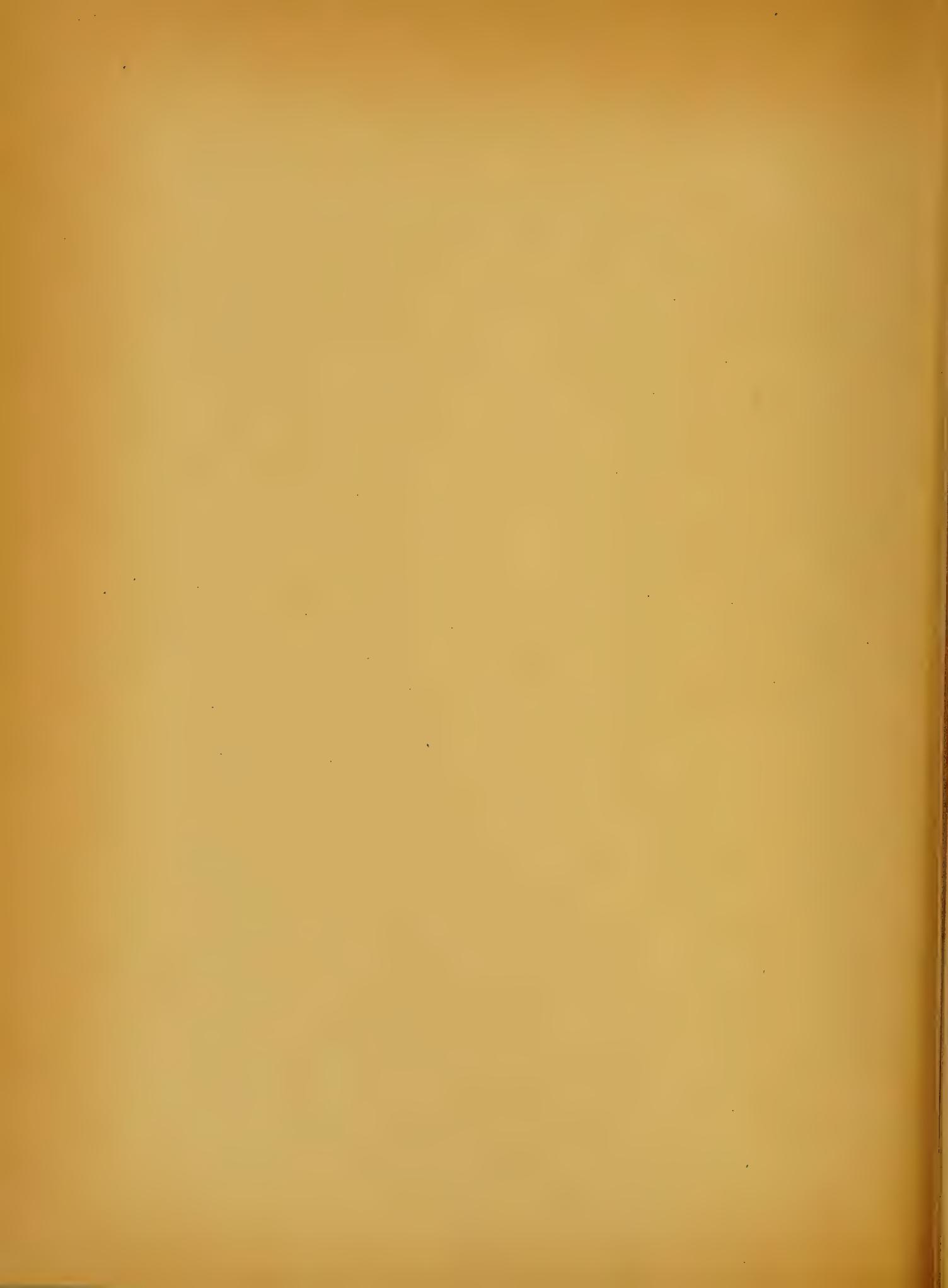
1. That you are starting a productive power use program which you believe will help them.
2. That you are concentrating for the present on water pumps and water systems -- a use of power that can save much time and labor.
3. That information on where to get and how to install water pumps can be had at the co-op office.

This can be done on a 2-cent post card, in your State paper column, in your newsletter or in a personal letter.



Tell your newspapers and radio stations about it.

T H A T C O S T S N O T H I N G.



Above all, tell your dealers and distributors about it.
Enlist their help. Encourage them to put in window
and store displays. They want to sell pumps.

T H A T C O S T S N O T H I N G.



Get free leaflets and pamphlets from REA
or manufacturers on the subject.

Send them to all members.

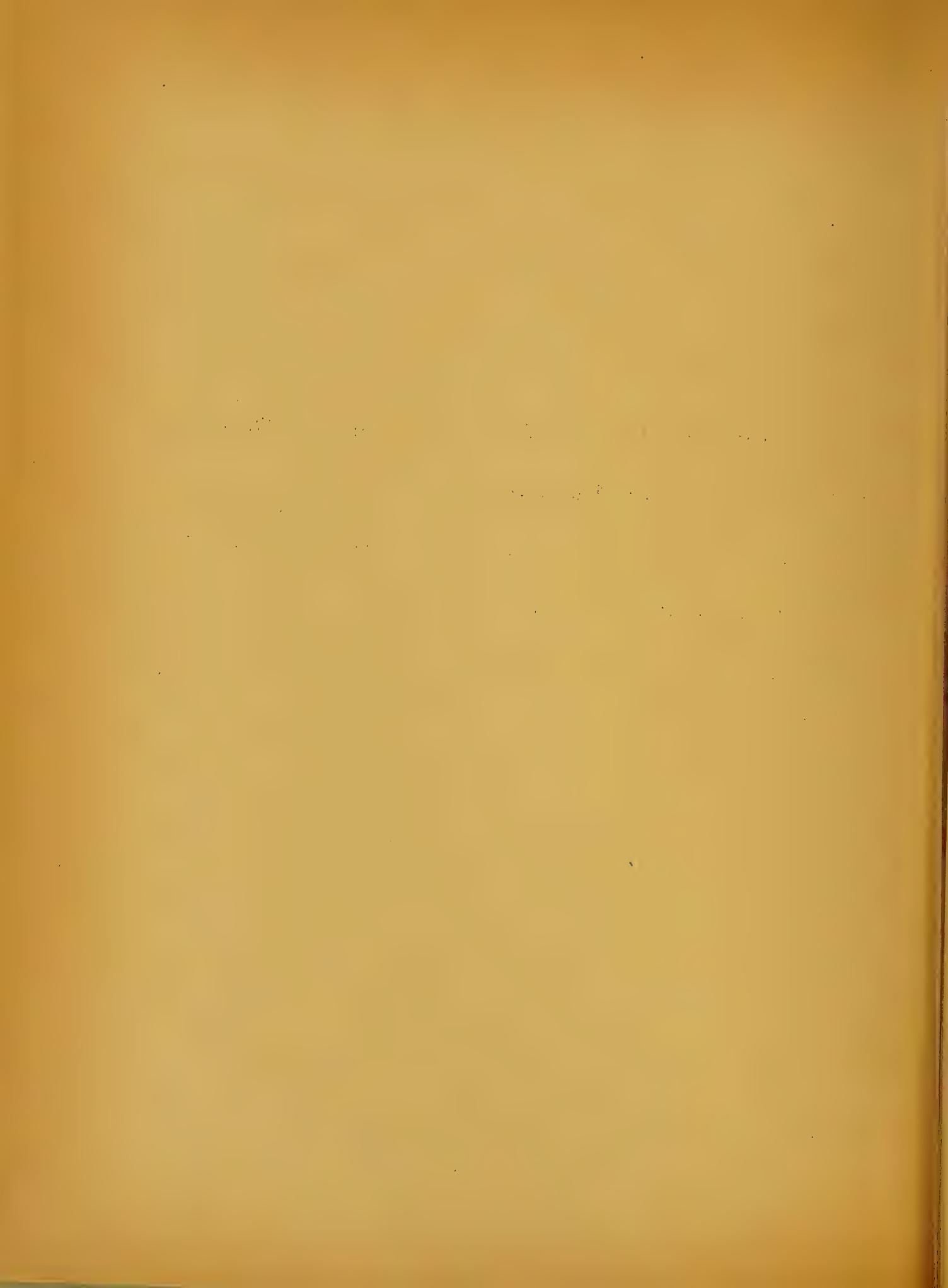
Keep supply in office.

T H A T C O S T S O N L Y P O S T A G E.



Get posters from County Agent, REA or manufacturers on the uses of running water -- hang them in co-op office, on co-op trucks, in County Agent's office, anywhere members gather.

T H A T C O S T S N O T H I N G.



Arrange with members who already own and are making good use of water systems to stage demonstrations.

THAT COSTS NOTHING.

Serve coffee and get more people to come and see.

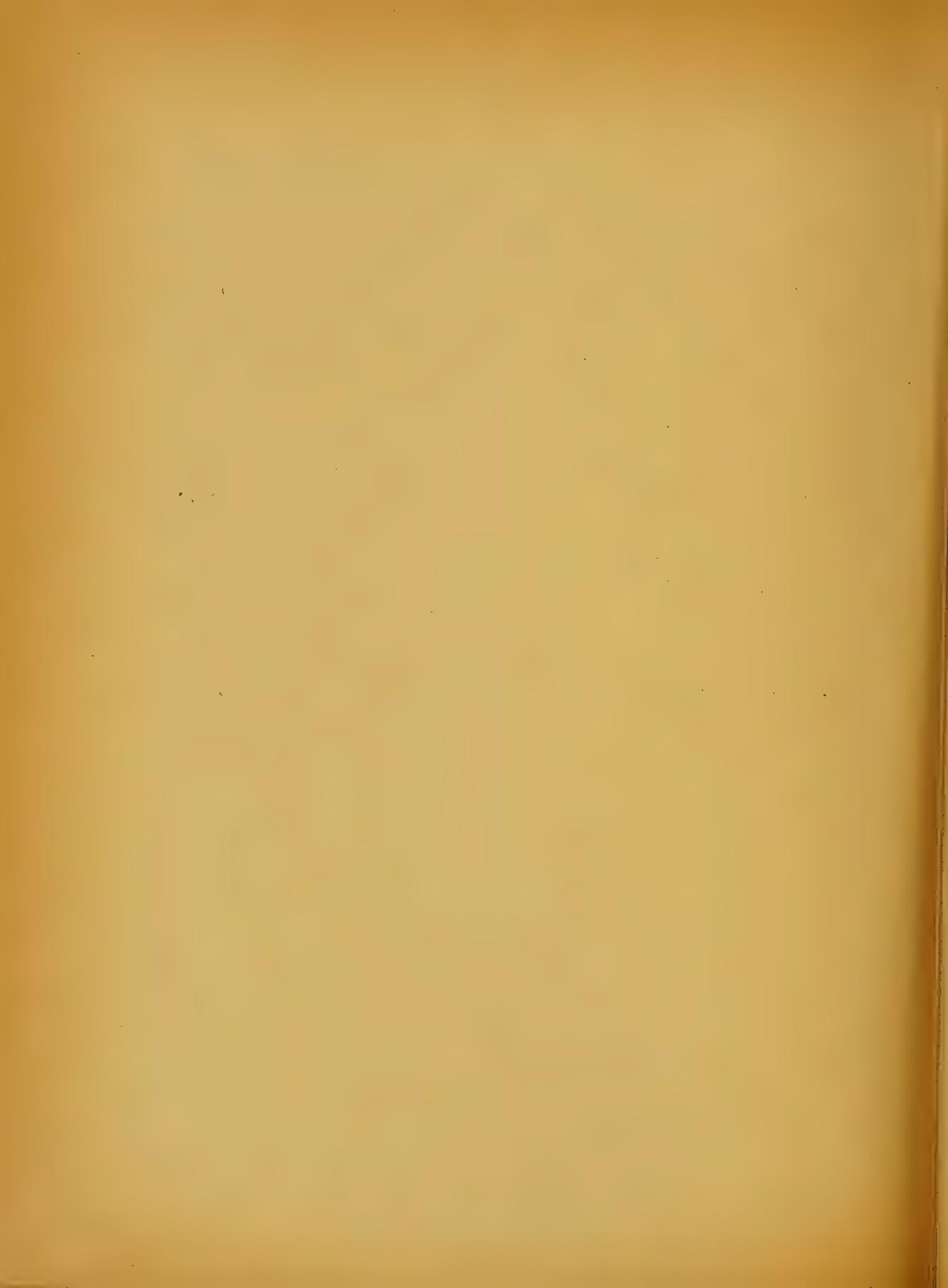
THAT COSTS VERY LITTLE.



Let these owners tell in their own words how
their pump and water system is helping them.

Invite dealers and distributors to assist at
these demonstrations.

T H A T C O S T S N O T H I N G.



And

Be sure to invite your County Agent to help
with the demonstration.

T H A T C O S T S N O T H I N G.

Limit these demonstrations to small groups
so you will be able to give personal attention.



A 2-cent post card, your State paper column or your newsletter can notify neighbors of the demonstrations. Maintain this means of contacting members.

THE COST IS A MINIMUM.

Your newspapers and radio stations will be glad to carry the announcements. They will also want follow-up stories with names.

THEY DO NOT CHARGE FOR NEWS STORIES.

Keep this up steadily for four or five months,
then see how many more water systems are on your lines.



During this time you may want to sponsor
a seasonal use, like chick or pig brooders.
You "push" them the same way.



NOW YOU'RE STARTED.

Of course,
in this work your manager will need some help.



Here's where he can get it:

County extension workers

Other agricultural agencies

Teachers of vocational agriculture

Dealers, distributors, servicemen

Schools

Farm organizations

Civic organizations

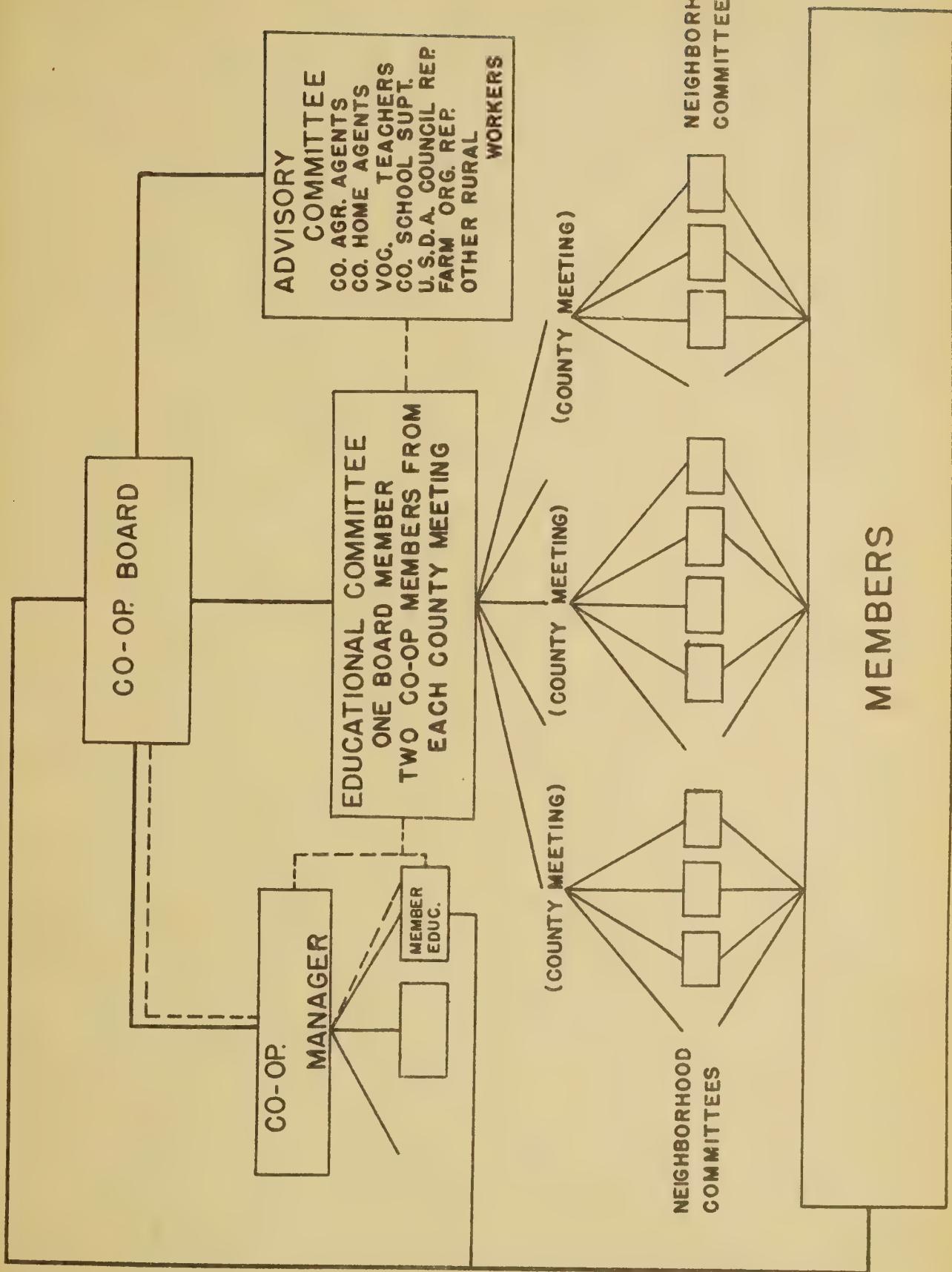
REA

Your manager may want to organize
a committee of representatives of these
groups, plus several members, or he may
want an organization like this



ORGANIZATIONAL CHART CO-OP EDUCATIONAL COMMITTEE

55





Some of the program aids

NOW AVAILABLE

are these





*Electricity and
HO. H.A.T.
HEALTH*

**MORE POWER
TO YOUR POULTRY RAISING**

HOME FREEZERS
their selection and use

MAKE THIS VICTOR FINITE

**POWER USE
CO-OP EDUCATION**

**PAMPHLETS
for DISTRIBUTION**

INFORMATION MATERIAL
FOR MEMBER

**Planning Your
FARMSTEAD WIRING
AND LIGHTING**

**WATER FOR THE
MODERN FARMSTEAD**

**MAKING YOUR OWN
EGG COOLER**

TELLING THE CO-OP STORY

A HOME-MADE ELECTRIC BROODER

**SELECTING THE
RIGHT WATER
PIPE**

**YOUR WIRING
CHECK LIST**

**How to keep
power
on the job**

**Build a HAY-DRIER FOR
YOUR BARN**

CURING HAY IN THE STACK

**Keep your
WIRING
PIPE OPEN
IN SERVICE**

**Electric
FREEZING
of Fruits and
Vegetables**

**Electrified
FARM**

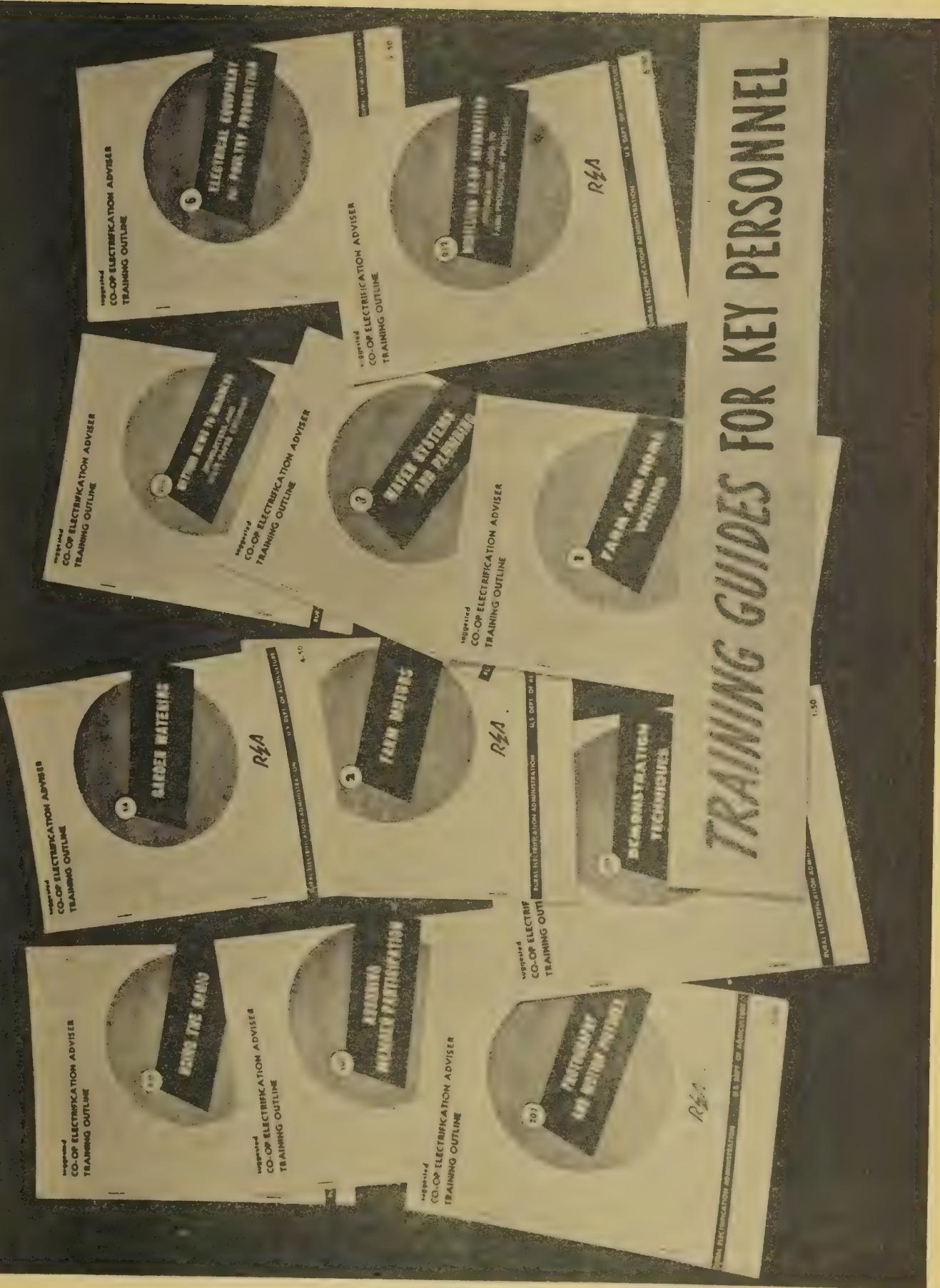
**Planning Your
FARMSTEAD WIRING
AND LIGHTING**

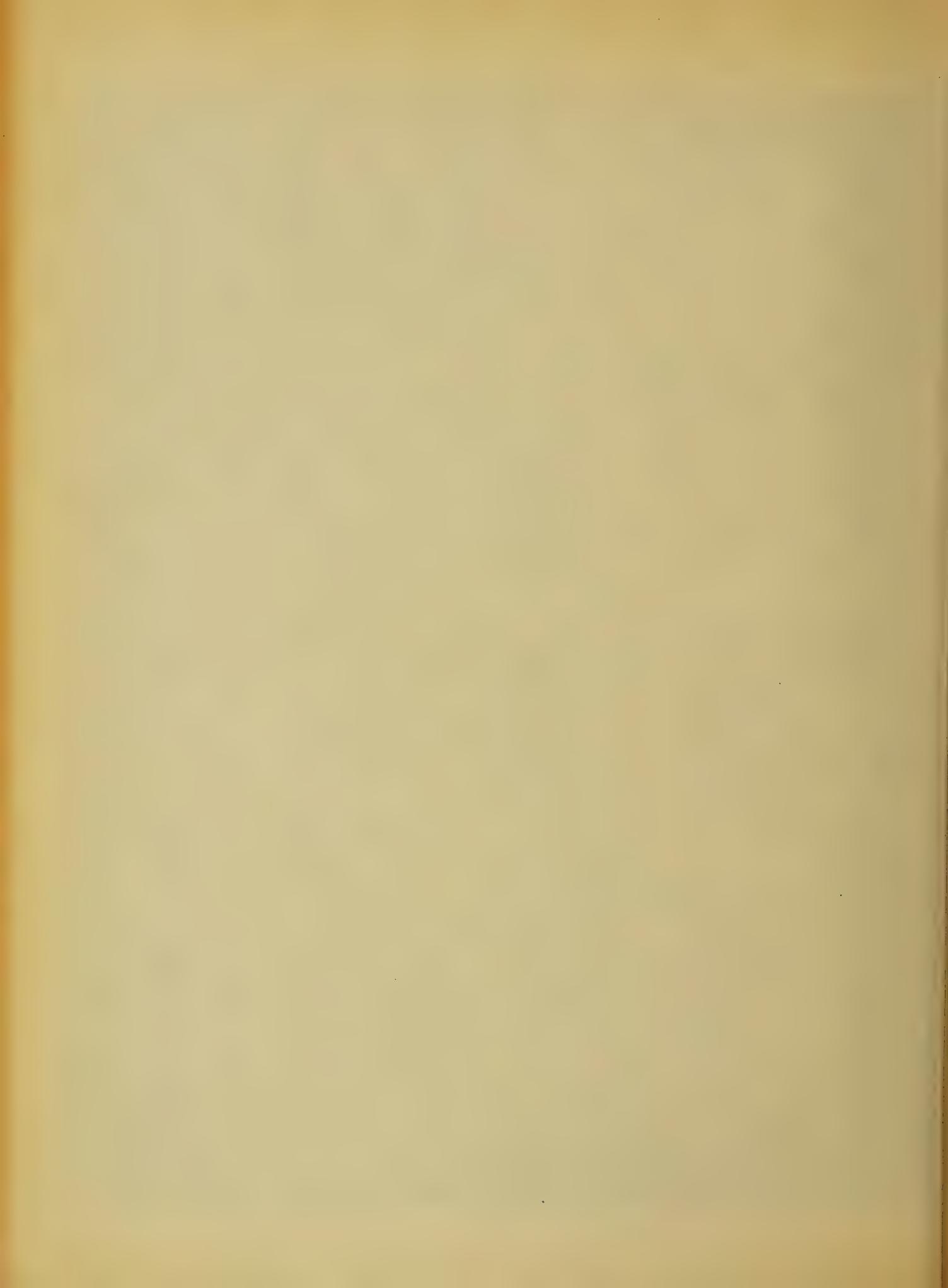
And these





TRAINING GUIDES FOR KEY PERSONNEL





AND THIS



CONSUMER FINANCING
UNDER
SECTION V OF THE
RURAL ELECTRIFICATION ACT



NOW to get your permanent program started
you:

1. Authorize your manager to develop
a more comprehensive program.
2. Set up a budget.
3. Authorize the manager to employ
the help he needs to do the job.



If you need help to finance it,
REA can provide loan funds in
your budget.

This permanent program would be much broader in scope, because

1. It would be concerned with all the local productive uses of electricity on the farm and in the farm home.
2. It would utilize other methods of promoting use of your product.
3. It would place more stress on member education and community relations.



To get it rolling, you would need some basic information:

- How can members -- taking into account their type of agriculture -- make the best use of electricity.
- What help members need in order to make better use of electricity.
- What members need to know about their co-op to get the greatest benefit.
- What the community needs to know about the co-op to give support.

You get under way by determining, if you do not already know, the specific types of agriculture in your area.

Then you determine how the use of electricity can help the farmer save time and labor and produce more.

You would conduct a survey of consumers to determine:

- Equipment now in use.
- Equipment consumers plan to install.

(You would use the accepted survey procedure.)



With this information, your manager and those he has chosen to help him can write into the program:

- Major farming interests of the members.
- The ways electricity can help them with their farming.

IT'S PRACTICAL



The next step is to select the productive power use subjects you propose to promote during the next year.

Of course, they must be geared to seasonal farming practices and community activities.

Such a schedule has these advantages:

- Concentrates everybody's efforts on the same subject at the same time.
- Reaches the consumer and the community when they are most interested.
- Permits advance planning.

Here's how you boost your program



Direct Mail -- Use it to:

- Send personal letter from the co-op management to consumers, dealers and others in the program, explaining fully the reason for the appliance and equipment survey.
- Send follow-up letter to the same group, giving results of the survey and an outline of your program.
- Distribute power use leaflets, pamphlets, and reprints.
- Send reminders (post cards) to members and others in your program about special meetings and demonstrations.



Co-op Publications:

- Devote newsletter and State paper column to explanation of appliance and equipment survey. Be specific. Use names of cooperating individuals, business firms and agencies.
- Do the same to give results of the survey and details of your program.
- Give BIG PLAY to the productive power use subject or subjects of the month.
- Gear stories and articles to the HOW, the WHY and the BENEFITS of productive power use practices, using names, quotations, and pictures.
- Interpret the benefits of the use of electric power in terms of:

Labor saved
Time saved
Increased production
Increased income
Better community life
Improved standard of living

Newspapers:

- Send or take to your editors letter announcing your survey.
- Take or send to your editors letter announcing results of your survey, outlining your program.
- Provide editors with pictures; for example, a picture of persons heading up your program.
- Provide them with copy for an advertisement, announcing the program.
- Provide them with fact sheet on what electricity can do on the farm and in the farm home.

Newspapers (Continued)

- Make continuing personal contacts with editors.
- Set up advertising schedule.
- Encourage dealer ad tie-ins.
- Submit frequent power use stories, using member names and experiences. Provide picture.
- Submit frequent co-op progress stories with pictures.
- Supply co-op facts for editorial background.
- Encourage special editions for annual meetings.
- Send or take to the editors copies of all member communications, including newsletters and state papers.

Radio:

- Send or take to the stations letter announcing your survey.
- Send or take to the stations letter announcing results of your survey, describing your plans.
- Make arrangements for an interview type of broadcast, which would explain the program. If station has farm director he will want such a broadcast. It'll cost nothing.
- Submit copy for paid spot announcements.
- Provide stations with fact sheet on what electricity can do on the farm and in the farm home.

Radio (Continued)

- Broadcast regular news program interspersed with electric farming information which features the productive power use subject for the month.
- Broadcast frequent co-op progress stories.
- Broadcast frequent power use stories, using names and experiences of members.
- Supply co-op facts for program director's information.
- Provide spot announcements for special events.
- Encourage distributors and dealers to use tie-in announcements.
- Send or take to the stations copies of all member communications, including newsletters and State papers.

Dealers and Distributors:

- Take or send to them letter announcing your appliance and equipment survey. Tell them all about your program -- what you aim to do, how big it is and what it means to them.
- Take or send to them letter announcing results of your survey, outlining your program.
- Make power use posters available to them.
- If they are agreeable, quote them in radio and newspaper stories on the value of the program to the community.
- Invite them to participate at member meetings with displays, exhibits, demonstrations and prizes.

Dealers and Distributors (Continued)

- Ask them to integrate window and store displays in program.
- Tell them the co-op story about:
 - Local ownership and operation.
 - Payment of taxes.
 - Repayment of loans.
- Provide them with schedule of your program.
- Give them guides for best methods of installing and maintaining wiring.
- Give them guides on types of equipment and appliances best suited to member needs.

Visual Materials:

- Posters.
- Exhibits.
- Movies.
- Slides and film strips.
- 12 window displays.
- 5000 power use pictures.

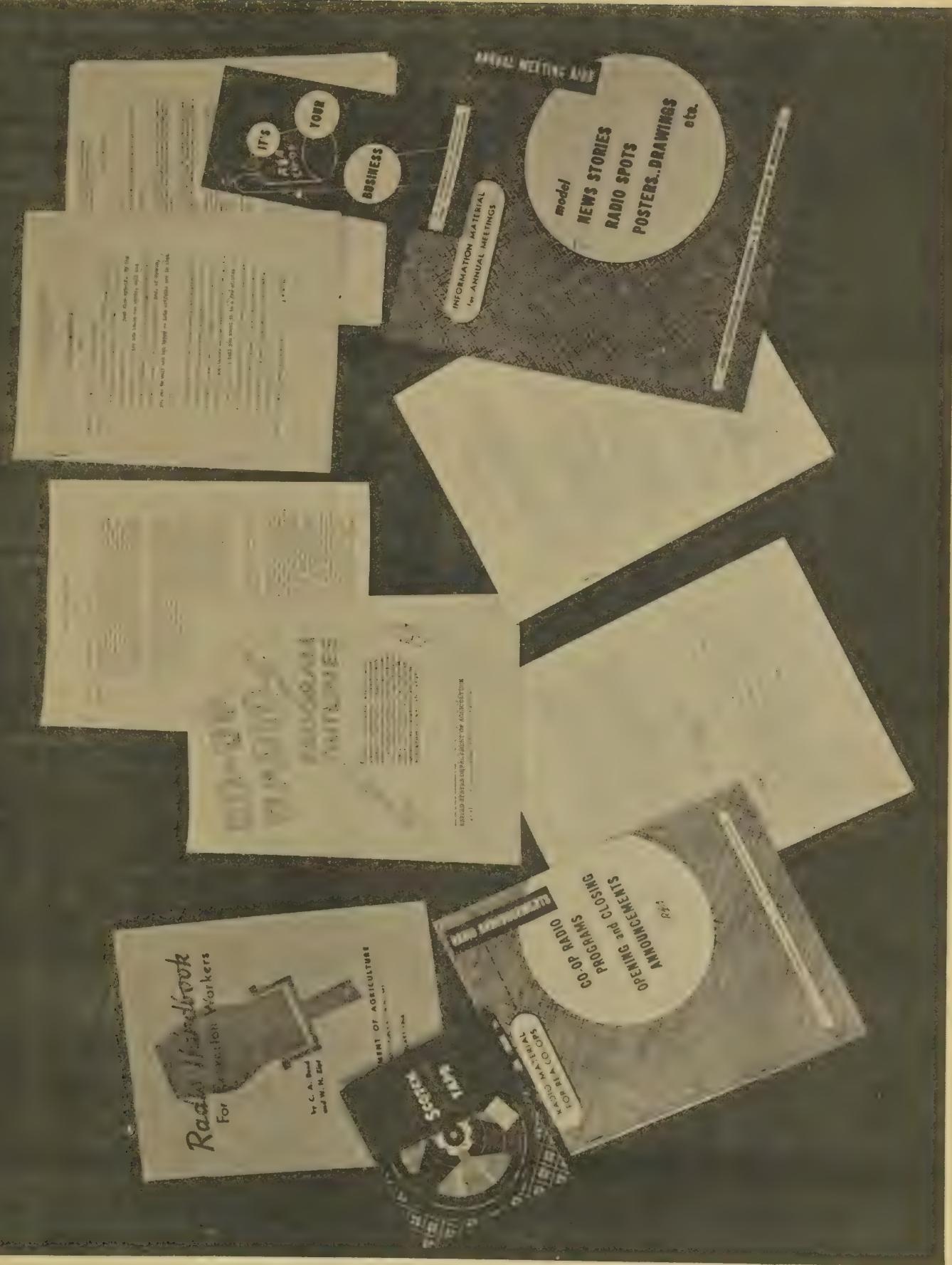


Supplemental Material:

- Radio scripts.
- Radio spot announcements.
- News stories and other promotional material for your annual meeting.

THEY LOOK LIKE THIS





Member Meetings:

- Popularize your annual meeting.
(Annual meeting caravan and electric fairs held in conjunction with annual meetings proving effective.)
- Hold frequent small group member meetings on
 - . Farm uses.
 - . Home uses.
 - . Wiring and safety.
 - . Member-help in line maintenance.
 - . Advantages of electric power over other power.

On-the-Farm Demonstrations:

- Set up your own demonstration in cooperation with dealers, or
- Demonstrate equipment already in use on a member's farm, permitting the member to explain its operation and advantages.
- Seek help of Extension Service in giving demonstrations.
- Hold them on neighborhood or county-wide basis.
- Give them advance and follow-up publicity, using pictures.

Community Activities:

- Offer co-op facilities and personnel for use of community groups.
- Participate in special community events.
- Present co-op facts to business, welfare, social, church and fraternal groups.
- Participate in Civil Defense.
- Participate in health programs.

School Activities:

- Tell school officials and teachers about program and what it means to young people.
- Offer education equipment. (Projectors, displays, pictures, models, etc.)
- Put on demonstrations, supply literature on:
 - Safety.
 - Fundamentals of electricity.
 - Uses of electricity on farm, in home.
- Participate actively in youth club (FFA, 4-H, etc.) activities.
- Give talks on advantages brought by co-op electricity to farm youth.
- Supply teachers with background information on co-op and farm use of power.
- Encourage and support participation in co-op meetings. (Exhibits, demonstrations, etc.)
- Promote and support contests.
- Arrange teacher and student tours of your office and outside facilities.
- Encourage establishment of Junior Board of Directors.



Community Fairs:

- Participate in existing fairs or with other co-ops sponsor your own REA fair.
- Prepare exhibits that show how electricity can be used productively.
- Man all exhibits with informed personnel.
- Encourage dealers to participate.
- Publicize participation fully.

(For more comprehensive suggestions on educational techniques discussed in this outline see the REA educational handbook, "Telling the Co-op Story.")

THERE IT IS.

1. A starting program.
2. A permanent program.

TO HELP:

DEVELOP THAT POTENTIAL MARKET

and

Provide your consumers with a REAL SERVICE while you are:

1. Building a sound and lasting business.
2. Helping build a more prosperous community.
3. Helping your country produce the food and fiber so urgently needed.

